

# PRINTERS' INK

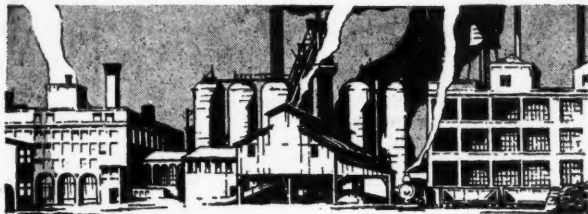
*A JOURNAL FOR ADVERTISERS*  
185 Madison Avenue, New York City

VOL. CIV, No. 3

NEW YORK, JULY 18, 1918

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## MECHANICAL RUBBER GOODS



Apart from tires, footwear, clothing or drug sundries, other lines of rubber merchandise are sometimes called "mechanical goods."

**BELTING.** Nearly every factory in the country would close but for the conveyor, transmission and elevator belts that keep the wheels going 'round.

**HOSE,** for air brakes, fire departments, vacuum machines, garden sprinklers and many other uses.

**JAR RINGS,** without which the housewife would make a failure of her preserving.

**RUBBER THREAD,** those garters and suspenders you wear are of elastic webbing.

**RUBBER PACKING** in valves and other machine parts.

**RUBBER HEELS,** matting, auto tops are a few of the matter-of-fact things classed among mechanical rubber goods.

**GOLF BALLS,** and cushions around the edge of the billiard table, well known to every sportsman.

Literally hundreds of other articles are made in this one department of the United States Rubber Company. Some of them are being advertised.

Ayer organization is elastic enough to meet divers needs of all branches of Rubber Headquarters in an advertising capacity.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Van Cortlandt  
Park  
West Farms

Original Subway

# The "H"

Pelham Bay  
Park  
Woodlawn

New Lexington Av. Line

The "H" is another name for the Interborough Subway system in New York, derived from the fact that its two main lines, now practically completed, extend the length of Manhattan Island with connecting cross-town service at 42nd Street.

But the "H" is only a part of the Interborough system, which also includes four Elevated Railroad lines as well as Subway extensions into Brooklyn and Queens County. Recent additions to the first Subway and

Times Square 42<sup>nd</sup> Street Shuttle Service Grand Central  
(with branches to Queens County)

New Seventh Avenue Line

Elevated have added 171 miles of track—nearly doubling the original system.

Interborough Subway and Elevated car cards and station posters reach all sections of this densely populated territory. The name of your product is kept before the eyes of 2,287,924 daily riders, coming from more than one and one-half million homes, containing 8,000,000 people, within reach of the stations of this system.

These car cards and posters cover the world's richest market. No other medium reaches so many people at such moderate cost.

Original Subway

Battery  
Extensions  
to heart of  
Brooklyn

## ARTEMAS WARD

TRADING AS WARD & GOW  
50 UNION SQUARE NEW YORK

Battery  
Extensions  
to heart of  
Brooklyn

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Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

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## The Farm a Great Reservoir of Branded Advertising

Great Things Have Already Been Done—How to Brand, Standardize and Advertise Farm Specialties

By Don Francisco

Advertising Manager, California Fruit Growers Exchange

**A**DVERTISING is the public's new servant—and the farmer's new hired man. The farmer has called upon advertising to widen his market, stabilize his business, protect his investment—and advertising has made good. You and I, as consumers, are getting better raisins, better apples, better canned fruits, better lemons and better oranges—because of advertising. And advertising has helped the producer make a living.

So far as I know, the first co-operative advertising campaign to nationally promote the use of a natural farm product developed on the Pacific Coast, and here, probably more than in any other section of the country, has advertising played an important rôle in co-operative marketing.

The first campaign was not the idea of an advertising man. It was the idea of a farmer. It traced its parentage to difficulty and opportunity which the farmer himself was quick to appreciate.

Without co-operation few farmers would have been able to advertise. There would have been no national campaigns on Western farm products. Since co-operation must, in general, precede national advertising by farmers, we may naturally ask, "What are the basic principles underlying successful agricultural co-operation, and which are particularly favor-

Address before San Francisco Convention, A. A. C. of W.

able to co-operation here on the Western coast?"

Co-operative associations are born of necessity and die of prosperity. It is not possible to organize the producers in every rural community, and any movement, having in view the widespread organization of the farmers of this country, would probably be doomed to failure. The thing that has usually made co-operation successful has been a moderate amount of adversity. Too great prosperity is apt to wreck any co-operative scheme. The reason for the formation of a co-operative organization of farmers must lie in some vital service which it is expected to perform if it is to have strength enough to live in the face of the competition to which it will be instantly subjected. The reason may, for example, lie in a need for working out problems of production or distribution or it may lie in a need for joint advertising. The big co-operative agricultural organizations on the Pacific Coast have been founded on economic necessity and to that fact may be attributed a large share of the credit for their success.

There are five chief factors which have been favorable to the co-operative movement in the West.

First: The problems are too complex for the individual. At the foundation of the semi-arid

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Western horticulture lies the necessity for irrigation, and the irrigation systems which are largely owned and controlled by the farmers, form a common tie which binds them closely together and makes co-operation in other things more easily accomplished than is the case in the humid fruit-growing sections of the East. Land values in the West are usually high in comparison with the price of land in the East, cultural practices are more expensive and intensive, and the problems of production, transportation, distribution, marketing and legislation are too complex for the average individual grower to meet and solve alone. Under these conditions, co-operative effort is a business necessity. Things must be done in a large way if the fruit grower is to deal on the same level with the combinations of capital with which his product comes in contact at every step from the orchard to the consumer.

Second: Organizations can be founded on single crops. Under present economic conditions in America, it is a fundamental principle that a successful industrial organization among farmers must be founded on a special industry, such as apples, walnuts, raisins, beans, peaches, prunes, olives, rice or citrus fruits. An organization founded on different crops has a series of totally different problems to meet at one time, different business connections to form and different classes, rather than one class of opponents, to meet. An organization founded on a special industry, on the other hand, has a membership with common problems to be solved, similar trade practices and similar trade connections. On the Pacific Coast, where the growing of each product is a highly specialized industry to which the grower devotes almost his entire attention, it is possible to form co-operative organizations in which the members have a common motive for holding together.

Third: Each industry lies in a comparatively small area. It is of fundamental importance that each

agricultural organization lie in a restricted area. The bulk of all efforts to amalgamate the growers of a single crop in widely different sections into a marketing organization have failed. On the Pacific Coast the bulk of each crop is produced in a comparatively small area and where the industry is somewhat spread this handicap is overcome by the formation of local associations having definite, tangible, constructive aims, and the federation of these local organizations into a general organization combining unity and solidarity with diversity and local autonomy.

Fourth: The producer is 2,000 miles from his market. Another factor which has favored the co-operative movement on the coast is the distance of the producer from his market. The average car of fruit and vegetables produced out here must be delivered to a market 2,000 miles away. This necessitates pooling to make up carload lots. It presents a tremendous problem in marketing a large crop at long range, that demands co-ordinated effort. There is no local market for our Western farmers sufficient to absorb their tremendous output, and to win a market in the big Eastern centres of population the product of each industry must be graded uniformly, packed attractively and distributed intelligently. And how else could one do this without joining with his fellows?

#### TRAINED TO KNOW STRENGTH OF UNION

Fifth: A high percentage of the producers are business men. Some Pacific Coast industries have attracted an unusual class of men and this is especially true of horticulture. Many of our growers are progressive farmers from the East: lawyers, merchants, doctors and successful business men who have found in fruit growing an unusually pleasant vocation. This influx of high-grade business men has done much to place our Western farming industries on a businesslike



## *In Cleveland*

**I**N three years our Cleveland office has twice outgrown its quarters. Like Cleveland itself it is having the most prosperous year in its history.

Its success is due to the steady growth of a comparatively few accounts served well for a number of years, rather than to a sensational acquisition of new business.

Without regard for the service rendered through it by our offices in San Francisco, Toronto and New York, and considering its own volume and facilities, our Cleveland office probably ranks second in importance among all Cleveland agencies.

Its conservative growth is typical among McCann offices—a matter of well-selected personnel; sustained esprit de corps; thorough knowledge of the territory, and first attention to work already *in the shop*.

This substantial unit of organization is available to manufacturers in the Middle West for either local or national service—interviews at their convenience.

### THE H. K. McCANN COMPANY IN CLEVELAND

*East Ohio Gas Building*

NEW YORK      TORONTO      SAN FRANCISCO



basis and it is only natural that industries founded on such material should be the first to organize and employ the force long known to business men—advertising.

When in any industry supply catches demand, the problem of that industry is no longer production—it becomes sales. This condition has overtaken several California industries within the last decade, and it is likely to overtake others, not only here but in other parts of the country in the future.

Years ago, when the supply of several of California's farm products was not sufficient to meet the demand, everything went well. The farmers sold their crops, as most farm crops are sold even now, to local buyers of distant firms, or consigned on commission to markets 1,500 to 3,000 miles away. There was such a demand for the exceedingly small supply that buyers came way across the country to barter with the producers. But gradually the time came when the supply seemed to catch demand, and the grower got only bills for freight and selling charges for his labor.

Let us take the orange industry as a good example and briefly trace its history.

#### THE DEVELOPMENT OF CO-OPERATION IN THE ORANGE INDUSTRY

Twenty-five years ago the orange industry of California was in a very uncertain condition. The crop was increasing beyond the ability of the many small distributors to market it successfully. The fruit was carelessly handled, irregularly graded, packed in a haphazard way and shipped to this market or that without any intelligent plan of distribution. Under these conditions the fruit kept badly, markets were alternately over and under supplied, prices to the consumer high and the risks such as to make the orange business a hazardous undertaking for growers and distributors alike.

Had these conditions continued, many growers would eventually have torn up their orchards and

there would have been few oranges to sell. Thus many people would have been unable to buy oranges at any price.

In 1893 the growers decided to work out their marketing problems themselves. They organized into packing associations and the packing associations federated into a big central organization, which could act as a clearing-house for the fruit of its members and deal with the general marketing questions before the industry. This body was operated at absolute cost, on a co-operative non-capital stock basis, by the growers themselves. Under the new scheme the cost of packing oranges was cut in two and savings were made in the cost of marketing. Through their organization the growers began to work out improved methods which largely eliminated the losses from decay. They standardized their grades and packs. Further economies resulted from the co-operative purchase of supplies. Salaried agents were placed in the principal markets to sell the Exchange fruit, report market conditions, and protect the growers' interests.

In response to this stabilizing influence the business gradually took on new life. The jobber and retailer found that the fruit kept better, was distributed with more regularity, was more uniformly graded and more attractively packed—hence easier to sell. New groves were planted and the organization grew until it had 8,500 members with 200 shipping associations.

#### THE PROBLEM OF INCREASING DEMAND

But so great had been the plantings that even with their perfected marketing machinery it was evident that the supply would soon be too great to be sold at satisfactory prices.

No arbitrary price can be placed upon a perishable fruit. The producer has the option of accepting the best market price or allowing his fruit to spoil. The national market is like one vast auction. If the demand warrants keen bid-

Despite an increase of 50% to 75% in manufacturing costs during the last two years, Needlecraft Magazine has steadfastly maintained its unusually low advertising rate.

Further drastic cost-increases now make readjustment necessary; and beginning with the March, 1919, issue, the line rate will be \$5.00.

This new rate is more than justified by a guarantee of a minimum of 1,000,000 Paid-in-Advance Subscribers.

NEEDLECRAFT PUBLISHING COMPANY

WILL C. IZOR, Advertising Manager



ding then the sales are good. If demand is low and there are no bidders, then there can be no sales. Supply and demand have free play and are the controlling factors in determining prices.

If a manufacturer selling an article of general consumption had his business running smoothly, and then found that his future output would run greatly in excess of consumption, he would be able to cut down production. But the ranchers could not stop their fruit from growing. Two courses were open to them—to submit to losses due to over-production or to find a way to increase sales to equal the future output. They chose the latter course—and they found the way, by advertising.

Let's enumerate a few of their problems.

Production was increasing faster than consumption and there was no practical method of decreasing output. The product was perishable and had to be sold promptly. No arbitrary price could be placed upon the product. The average haul to market was 2,500 miles. The crop was subject to climatic disaster in California, and picking, distribution and consumption were greatly affected by Eastern weather conditions. The size of the crop could not be accurately estimated in advance. Sizes of oranges varied and prices fluctuated. The growers' organization sold to the jobbing trade and had no contact with the retailer. An orange stubbornly resisted any effort to make it a particular orange. Small wonder, then, that many said: "Certainly the orange growers have not an advertising proposition."

There is no need to go into the details of the orange advertising campaign, for the growers did little more than apply the methods of the manufacturer. They started with a cautious newspaper campaign in a single sales district and subjected it to careful check. It made good, and was gradually extended to other districts until the entire country was being covered.

It is difficult to lay one's finger

on tangible results of an educational campaign, yet over a period of years there are certain facts that stand out clearly to indicate the success of the idea of advertising oranges.

#### WHAT ADVERTISING ACCOMPLISHED

In the ten years since the orange growers have been advertising, the consumption of California oranges in the United States and Canada has increased from ten million boxes a year to eighteen million boxes a year, or an increase in consumption of 80 per cent. This is four times as rapidly as population. Advertising literally delivered the goods.

As an additional benefit from their "eat-more-oranges" advertising the growers derived a competitive advantage by harnessing their advertising to a brand name. They wrapped each fruit of their best grades in paper bearing their trade-mark. Then they kept this mark on the fruit by giving it a value during the first years of advertising by a premium offer. An impartial trade investigation a year or two ago revealed the fact that in ten representative cities 46 per cent of the housewives preferred the "Sunkist" advertised brand. A surprising thing was developed by this survey. A certain shipper's private brand of citrus fruits had been exploited through the trade in one of these cities for twenty years—yet only 2 per cent of the consumers called upon had heard of it and an overwhelming majority preferred the advertised brand.

The advertising also helped to strengthen the organization. A decade ago when the orange growers began advertising, 59 per cent of the crop was marketed through the Exchange. Since then the membership, which is voluntary, has increased steadily every year, until now more than 70 per cent of the crop is distributed through the organization. Those who are not members of the association are benefitting by the advertising along with those

(Continued on page 74)

Believing that Truth will prevail, the Brooklyn Standard Union has endorsed every movement to establish the accuracy of newspaper circulation figures.

It was a member of the original "Printers' Ink Star" List, the "A. A. A.", and one of the first to join the "A. B. C."

# To Discourage Advertising That Exploits Variety of Models

War Industries Board Thus Hopes to Hasten Turn-Over—Slow-Moving Models Likely to Go

THE War Industries Board, through its Conservation Division, is about to take its second action in discouragement of a given class of advertising as contrary to public policy and the best interests of the nation in wartime. The first reform sought by the Conservation Division was the discontinuance of all advertising calculated to induce clothes hoarding. Now as a second step in its campaign to eliminate disquieting classes of advertising, this division is setting out to put a stop to all advertising that exploits unusual range or variety of styles or models as an incentive to purchase.

No mandatory power is vested in the War Industries Board to compel discontinuance of any class of advertising copy that is deemed incompatible with the nation's war aims. By indirect means the Board might bring pressure to bear upon an advertiser who held out, but nothing of that kind is contemplated in connection with the present move. With respect to the advertising of exceptionally complete lines of goods, just as with the advertising that it was feared would prompt clothes hoarding, moral suasion is to be relied upon to win advertisers and writers of advertisements.

It is the expectation that this movement to put the soft pedal on range of mercantile stocks as an advertising point will have much wider application than the anti-hoarding crusade, which was necessarily confined to the apparel field and which found its principal objective in copy that predicted higher prices for clothing and intimated an impending famine in "all-wool" fabrics. In contrast to this the present project might find points of contact with almost every line of manufactured goods.

mechanical specialties no less than the rest. But there is not evidence of a disposition in every sales sphere thus to make capital out of the unusual opportunities for selection that may be offered to buyers.

In the case of the drive started some weeks ago to prevent the practice of clothes hoarding reaching in the United States any such proportions as it attained in Great Britain, the advertising that came under indictment was almost solely newspaper copy wherein retail clothing merchants or tailors gave the consuming public the tip to buy now and avoid the higher prices and short stocks that will come later. The new undertaking is, however, aimed only in part at advertising designed for ultimate consumers but more especially at advertising within this or that trade as exemplified by advertisements in business papers, etc.

## SEEKS TO QUICKEN TURNOVER

The War Industries Board has a twin purpose in petitioning the manufacturer or jobber who has on hand an especially complete gallery of stock models not to exploit the fact. For one thing, the Conservation Division does not desire that any trade interest that has followed recommendations for conservation and curtailment shall be penalized through the competition of rivals, no matter whether the rivals have overstepped in the latitude of current manufacture or are merely taking advantage of the fact that reserve stocks permit of a range of sizes, styles, etc., that cannot be duplicated by all factors in the field. For another thing, the War Industries Board is dead set against the advertising of superfluous varieties and variations in stock for the rea-

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and  
Advertising  
Advisers



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All the Year  
Around

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Printing Plants in the United States*

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color Presses, Rotaries. Usual Binding and Mailing Facilities, also Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a **large or small Catalogue or Publication** to be printed you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

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or mail direct from Chicago*

**Make a Printing Connection with a Specialist and  
a Large and Reliable Printing House.**

**Business Methods and Financial Standing  
the Highest**

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

**ROGERS & HALL COMPANY**  
**Catalogue and Publication**  
**PRINTERS**

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Polk & La Salle Streets

**CHICAGO, ILL.**

Telephone Wabash 1381 Local and Long Distance

**CHICAGO****The Central Location for Printing and Publishing**



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THE War Industries Board, through its Conservation Division, is about to take its second action in discouragement of a given class of advertising as contrary to public policy and the best interests of the nation in war-time. The first reform sought by the Conservation Division was the discontinuance of all advertising calculated to induce clothes hoarding. Now as a second step in its campaign to eliminate disquieting classes of advertising, this division is setting out to put a stop to all advertising that exploits unusual range or variety of styles or models as an incentive to purchase.

No mandatory power is vested in the War Industries Board to compel discontinuance of any class of advertising copy that is deemed incompatible with the nation's war aims. By indirect means the Board might bring pressure to bear upon an advertiser who held out, but nothing of that kind is contemplated in connection with the present move. With respect to the advertising of exceptionally complete lines of goods, just as with the advertising that it was feared would prompt clothes hoarding, moral suasion is to be relied upon to win advertisers and writers of advertisements.

It is the expectation that this movement to put the soft pedal on range of mercantile stocks as an advertising point will have much wider application than the anti-hoarding crusade, which was necessarily confined to the apparel field and which found its principal objective in copy that predicted higher prices for clothing and intimated an impending famine in "all-wool" fabrics. In contrast to this the present project might find points of contact with almost every line of manufactured goods,

mechanical specialties no less than the rest. But there is not evidence of a disposition in every sales sphere thus to make capital out of the unusual opportunities for selection that may be offered to buyers.

In the case of the drive started some weeks ago to prevent the practice of clothes hoarding reaching in the United States any such proportions as it attained in Great Britain, the advertising that came under indictment was almost solely newspaper copy wherein retail clothing merchants or tailors gave the consuming public the tip to buy now and avoid the higher prices and short stocks that will come later. The new undertaking is, however, aimed only in part at advertising designed for ultimate consumers but more especially at advertising within this or that trade as exemplified by advertisements in business papers, etc.

## SEEKS TO QUICKEN TURNOVER

The War Industries Board has a twin purpose in petitioning the manufacturer or jobber who has on hand an especially complete gallery of stock models not to exploit the fact. For one thing, the Conservation Division does not desire that any trade interest that has followed recommendations for conservation and curtailment shall be penalized through the competition of rivals, no matter whether the rivals have overstepped in the latitude of current manufacture or are merely taking advantage of the fact that reserve stocks permit of a range of sizes, styles, etc., that cannot be duplicated by all factors in the field. For another thing, the War Industries Board is dead set against the advertising of superfluous varieties and variations in stock for the rea-



**CHICAGO****The Central Location for Printing and Publishing**

Printing  
and  
Advertising  
Advisers



Day and Night  
Service  
All the Year  
Around

*One of the Largest and Most Completely Equipped  
Printing Plants in the United States*

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color Presses, Rotaries. Usual Binding and Mailing Facilities, also Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a **large or small Catalogue or Publication** to be printed you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

*We ship or express to any point  
or mail direct from Chicago*

**Make a Printing Connection with a Specialist and  
a Large and Reliable Printing House.**

**Business Methods and Financial Standing  
the Highest**

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

**ROGERS & HALL COMPANY**  
**Catalogue and Publication**  
**PRINTERS**

Artists—Engravers—Electrotypers

**Polk & La Salle Streets**

**CHICAGO, ILL.**

Telephone Wabash 3381—Local and Long Distance

**CHICAGO****The Central Location for Printing and Publishing**

son that the carrying of extensive assortments is an obstacle to the project of the Conservation Division to quicken turnover in all lines of retail trade.

In its relation to the subject of turnover is found, perhaps, the deepest significance of this latest effort for the revision of advertising ethics. The War Industries Board believes that it is plainly and unmistakably in the interest of military victory to induce American merchants to carry smaller stocks of goods and turn the goods over more frequently. It is argued that just in proportion to the disappearance of the larger and slow-moving mercantile stocks will there be a release of labor for war work. Furthermore this branch of the Government would like to see invested in Liberty Bonds a vast aggregate of capital that has been tied up in unduly expansive mercantile stocks merely that a distributor might boast that he constantly kept in stock every model made or every seasonal style put forward.

At a considerable expenditure of effort the Conservation Division has in recent months induced manufacturers in various lines to narrow their number of models or ranges of styles. In some lines, as, for example, farm tools and equipment, remarkable reformation has been worked, scores or even hundreds of slow-moving models having been eliminated. Naturally the War Industries Board does not want to see the trend to simplicity and standardization that has thus been created interfered with by advertisements that hold up style range as a virtue and a trade magnet. This is, however, precisely the sort of copy that has made its appearance in not a few instances. In some cases advertisers have sought to recruit new customers from the patrons of business houses that for one reason or another are no longer able to match the advertiser in range of selections. In other cases a hint to hoard is conveyed or a "buy now" impulse is nurtured by advertise-

ments to the effect that complete stocks are available at this time but may not be later.

That the War Industries Board does not favor advertising exploitation of superabundance of models and styles is not to be taken to mean that the Board has any objection whatever to a manufacturer or a jobber putting out to the trade such stock of discontinued styles as he may have on hand or in process of manufacture at the time that it is decided to restrict the line to war proportions. It is the idea of the officials at Washington that firms having such reserves or surplus on hand should "feed out" the stock gradually and unobtrusively and certainly should not make the fact of such possession of stock the foundation for an advertising campaign calculated to spur purchase either through fear of narrowness of choice in the future or inability to obtain the goods in other quarters.

From the standpoint of national advertisers and manufacturers the most interesting angle, no doubt, of the latest project of the War Industries Board is to be found in the probable permanent after-the-war effect of this movement designed to induce retail merchants generally to operate on the basis of small stocks and quick turnover. As is well known, this is the principle to which has been attributed the success of the chain store, but up to this time various influences have deterred many small town merchants from following suit. Officials of the Conservation Division tell **PRINTERS' INK** that they believe that a lasting effect in distributive channels may be anticipated as a result of the support given by a powerful agency of the Government to the idea of compact and elastic merchandising.

### New Paper in Tractor Field

A new monthly business paper has made its appearance at Cincinnati. It is named *Tractor* and is published by the Tractor Publishing Company. Webb G. Welborne is editor and Thos. G. Witherspoon, Jr., is general manager.

Growers of fruit for commercial purposes are a very intelligent class, and, as buyers of merchandise are generally noted for their liberal purchases and their demand for goods of the highest quality.

—From the Annual  
Report of the  
UNITED STATES  
CHAMBER of  
COMMERCE

What better authority could any observant, progressive business man want than the United States Chamber of Commerce?

What better way to reach this intelligent, liberal, quality-buying class of fruit growers than in the only national, and world's leading fruit publication—

Green's  
**AMERICAN  
FRUIT GROWER**

*The National Fruit Journal of America*

Guaranteed minimum circulation, 175,000 monthly

**AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.**

Samuel Adams, Editor-Publisher.

Paul C. Stark, Associate Editor.  
Charles A. Green, Associate Editor.

Member Agricultural Pub. Ass'n.  
Applicant for membership A.B.C.



## *Continental Motors in Collier's*

**B**ACK in 1913 the Continental Motors Corporation decided to do an unprecedented thing: Advertise their motors to the public. This despite the fact that the automobile buyer buys his car, of course, complete with the motor.

But like all pioneers in advertising, the Continental Motors Corporation had faith. And faith won out!

Continental Motors Corporation now is the largest exclusive motor manufacturer in the world; Continental motors are standard equipment on 164 makes of cars.

*From the very beginning of this splendid advertising success more space was used in Collier's than in any other medium.*

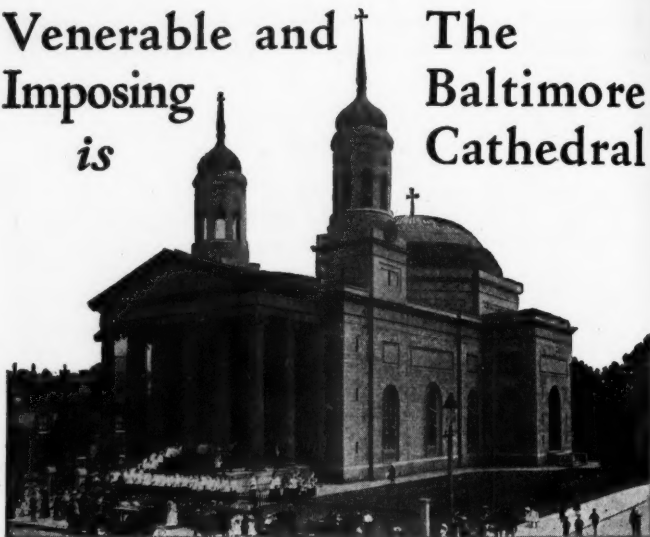
# Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

*52  
More than a Million Every Year  
Week*

# Venerable and Imposing is The Baltimore Cathedral



*The Cathedral Stands on the Highest Elevation of Down-Town Baltimore, Cor. Cathedral and Mulberry Sts.*

**W**ITH its massive granite walls and gold-leaf covered dome and minarets, the Cathedral is truly one of the great points of interest in Baltimore. Most impressive ceremony attended the laying of its cornerstone July 7, 1806. Dedication took place May 31, 1821, it being as late as 1860 before the huge portico was added. To the foresight and artistic sense of James Cardinal Gibbons, Archbishop of Baltimore since 1877 and Cardinal since 1886, have been due the vast interior improvements of the past 20 years.

The home of Catholicity in America, Baltimore is also the first city to develop church advertising on a business basis. The Baltimore NEWS was one of the first papers in the United States to recognize the news value of this essential form of publicity and to give it the same encouragement and assistance that it gives, for instance, to the advertising of automobiles and motion pictures.

No wonder, therefore, that The NEWS' enormous circulation (119,880 net paid daily average, 114,424 net paid Sunday average June, 1918) is the closely-read and depended-upon kind that advertisers rely upon for their best results. No wonder, also, that the advance from 1c to 2c on the Sunday NEWS, effective July 7, caused scarcely a quiver in the day's sales!

*For More MARYLAND BUSINESS Concentrate in*

## The Baltimore News

**The Fastest Growing Baltimore Paper**

**AVERAGE NET PAID CIRCULATION FOR JUNE**

1918 . . . .	119,880 Daily	114,424 Sunday
1917 . . . .	87,705 Daily	71,310 Sunday
Gain . . . .	32,175 Daily 36%	43,114 Sunday 58%

**DAN A. CARROLL**  
Eastern Representative  
Tribune Building  
New York

*Frank A. Webb*  
Advertising Manager

**J. E. LUTZ**  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# Dangers of a National Trade-Mark

Proposal to Create a U. S. Trade-Mark Recalls Failure of a Similar Proposal in Britain

By Thomas Russell

Licensed by Chief Postal Censor, London, England.

IT has been reported in PRINTERS' INK that the Committee of the House of Representatives on Interstate and Foreign Commerce will seek to have a bill for a national trade-mark considered by Congress during this session. British experience along the same lines indicates that it is desirable to sound a note of warning.

Several times during the last fifteen or twenty years the proposal has come up to register in all countries a trade-mark to be used to supplement the private marks of manufacturers, and serve as a guarantee that the goods to which it was affixed were of British origin.

On the face of it, this looks simply brilliant. I attended a meeting at the Guildhall, some years ago, presided over by the Lord Mayor of London, and attended by a number of very important people. The British Empire Trade-Mark idea was there promulgated, and men with famous names—many with titles—gave it their blessing. An association was formed to put the thing into practice. It was, like all great ideas, so simple! Never again would the wily foreigner be able to palm off his wretched wares on unsuspecting purchasers. All the evils created by the old Merchandise Marks Act of 1887 were to be avoided, and the British Empire Trade-Mark, registered in every class and in every country, was to cover all the earth.

Long previously, a law had been passed requiring, in effect, that if goods or packages containing goods carried any wording in English, and if they were not made in Britain, they must carry the name of the country where they were made. But the chief effect of this was found to be a splendid advertisement (especial-

ly in foreign and colonial markets) for the adversary. Unskilled buyers observed that goods marked "Made in Germany" had a way of being cheap. If they did not know the standard price of anything, they looked to see whether it was marked "Made in Germany," and if it was they figured that it must be all right. The British Empire Trade-Mark League was not going to fall into that mistake. It knew the fallacy of negative advertising.

## DIFFICULTIES IN THE WAY

But when these people began to put their project into action, it proved to be not quite so easy as it had looked. Few countries signatory to the Convention by which international trade-mark arrangements are governed had legislation to authorize a national mark. In other countries the British Empire Trade-Mark could be counterfeited with impunity: and they were not likely to alter their laws for the convenience of foreigners. Furthermore, leading manufacturers in a large number of industries coldly declined to have anything to do with a mark which (as they saw) would override the importance of their own already well known marks. They were getting all the protection they needed: an additional mark would do them no good, and they weren't going to revise all their printed matter to no purpose, thank you! The consequence was that the British Empire Trade-Mark would have come to mean, in many industries, second grade goods, and this effect would quickly spread to other industries.

Another thing that made enemies for the scheme was that in remote markets, where English was not understood, the national trade-mark would facilitate the passing off of one manufacturer's



goods as those of another manufacturer. Alonzo, farming in South America, wants to buy a harrow. He has seen Pedro using a harrow with the mark of the Smith Harrow Company on it, and the British Empire Mark. The dealer that he goes to is agent for the Jones harrow. When Alonzo objects that the Smith harrow mark isn't on it, the dealer points to the British Empire Mark. There you are! Wasn't that little picture on Pedro's harrow? Very well, then!

Further difficulties arose in deciding what was a British product. If a woman's dress is made in Manchester from Lyons silk, is it British? Is a motor car, made in England, and fitted with a German magneto, an American self-starter and French tires a British car or is it not?

And finally, as the national mark would do no good to anyone without being extensively advertised all over the world—and where was the money to come from?—would not anybody who could be expected to subscribe to the League spend his money to better advantage by advertising his own mark where he had a market, and not elsewhere?

Every now and then, someone who has not heard what happened when the British Empire Trade-Mark League started in to protect the fame of Britain, brings up the idea as a new invention. So it is, for him. During the war, the advertisement manager of *Pearson's Magazine*, London, got his editor to print an enthusiastic article on the subject. The Sales Managers' Association invited him to expound the scheme. Quite a number of trade-mark experts, including two of those who, independently of each other, had failed to put the same scheme across before, rose up and shot the project to pieces.

Washington will do well to think several times more than twice before allowing itself to back a similar scheme for the United States. *Because it won't work.*

## Name "Frisco" Is Condemned Unanimously

Celestine J. Sullivan, at the conclusion of his address on "The Value of a Name" before the A. A. C. of W. convention in San Francisco last week, offered the following resolution, which was passed unanimously:

"WHEREAS, the reprehensible custom of corrupting good names still persists among the thoughtless few, and

"WHEREAS, the members of the Associated Advertising Clubs of the World believe in calling proper names properly, and

"WHEREAS, the thoughtless few in violation of the spirit and letter of San Francisco reduce its twelve apostolic letters to six—making it absurdly Frisco—Be it therefore

"Resolved, that the Associated Advertising Clubs of the World condemn all those guilty of robbing San Francisco of half its illustrious name."

## Advanced With "Mother's Magazine"

E. P. Boyce, for some time a member of the advertising department of the George E. Cook Company, New York, publisher of *Mother's Magazine*, has been appointed manager of the advertising department in the Eastern territory. He was formerly associated with the Crowell Publishing Company.

R. E. Truax has been appointed manager of the advertising department in the Western territory.

## Stephens Enlists in Aviation Corps

Henry Jay Stephens, connected with the J. Roland Kay Co., Chicago, has enlisted in the Army Aviation Corps and will be stationed at the flying field at Rantoul, Ill. He was recently elected first vice-president of the Junior Advertising Association of Chicago.

## W. O. Woodward in the Army

W. O. Woodward, president of the W. O. Woodward Company, New York, has been called for service in the army. During his absence the affairs of his company will be under the personal direction of Charles D. Levin, president of the Levin-Woodward Company, also of New York.

## Changes in Making Letters Pay System

Gilbert P. Farrar has been elected vice-president of Making Letters Pay System, Inc., New York, in charge of sales. Mr. Farrar also continues his own service work.

H. C. Sieck has resigned as assistant advertising manager and copy chief of the Hotpoint Division of the Edison Electric Appliance Co., Inc., Ontario, Calif.

# Keeping the Retail Account from Slipping

How a "Trip Through the Ledgers" and the Right Kind of Personal Letters Kept Competition at Arm's Length

By a Sales Manager

**B**OYD & NOLAN have the best retail drug store in South Bend, and for a considerable period were good customers of ours. I opened the account myself some years ago and noted several fine orders at regular intervals.

Having several thousand accounts on the books, we probably failed to look after each particular account very closely, just so long as the general volume from that salesman's territory showed up well.

But a few months ago, prompted by curiosity, I turned to their ledger account to see how they were coming on and found that they hadn't bought a thing for three months.

The salesman who makes that territory was showing satisfactory volume, so we had not been digging into him hard, but this prompted us to look further. We found over a dozen accounts who used to buy regularly but who had drifted away from us, all on that territory.

So I arranged a little trip to call on them.

"What's the matter, Boyd?" I asked him. "What's the matter with us? Will you tell me frankly why you have stopped buying?"

"Well, I don't know," said Boyd. "Of course, there are several real reasons. In the first place, your man makes this territory only once a month and Blank's man comes in here every two weeks. Maybe that kind of let him edge in, and when your man gets here we are generally supplied. Fact of the matter is, I just guess we drifted away."

It wasn't hard to get another order out of Boyd, and no doubt he will come right along again.

But that brought home this sit-

uation—how many accounts were we permitting to slip and not noticing, just because the general volume happened to be all right?

We were constantly pounding into the salesmen the importance of getting new accounts, but we were overlooking the need of watching the old ones.

Then there was Crosby at Morrow. He hadn't been buying anything for several months. I had never met Crosby, but introduced myself as the sales manager from the home office, anxious to find out why we had not been enjoying his business.

At first Crosby was not inclined to discuss the thing, but finally it developed that Crosby had gone a little behind on an account and had what he called a "vicious" letter from the credit department. And that's why he stopped.

Another man stopped because he and the salesman had an argument on something foreign to the business and they had parted in a way which made the salesman dislike to go back.

When we figured that it cost us on an average a dollar a call to have our man travel the territory, we saw how poorly we could afford to lose accounts.

It is well enough to get them, but probably more important to keep them than to get them.

## A QUARTERLY REVIEW OF ALL ACCOUNTS

So now we do it this way: One stenographer's job is to take the accounts, ledger by ledger, and go through them, marking down the accounts that have not bought for ninety days, noting the date of the last purchase, the amount, the number of orders during the past twelve months and whether the account is paid up.

We have our ledgers so divided that it takes three months to go around and get back to the first one, which keeps the job down to the minimum each day. But each day there is a list of names laid out for me, and opposite each name all the facts in the case.

Then we go to work and write each man an individual letter, asking him to please tell us why no business. We make each letter as personal as we know how and bring in some local matter. For instance, if we are writing at present moment to a man in Central Oregon we do not overlook mentioning that we understand wheat promises thirty bushels per acre in his dry farming area and so on. Or if we are writing to a man in Marshfield, we mention that we note they are going to launch thirty thousand tons of wooden shipping on Coos Bay during the next sixty days, and so on.

A carbon copy of each letter goes to the salesman making that territory. We find that these carbon copies going to salesmen tend to spur the men along, as they know we are keeping an eye not only on their gross volume, but on their individual accounts. Each letter as it goes to the salesman is marked "Why" in red ink, and a third copy is placed in a special calendar file, coming to light by the time the salesman's reply should be in.

#### HOW IT AFFECTS THE RETAILERS

The other day one of those recalcitrant dealers happened to be in the house and I asked him to sit down while I asked him a question. "A few weeks ago I wrote to you and jerked you up a little about your getting behind with your ordering, Mr. Perkins," I said. "Now, would you mind telling me how that struck you? I am making a habit of doing that sort of thing here lately with some of you fellows who get into bad shape on this ordering business and I'm anxious to know what you think of it."

Perkins grinned a little. He was feeling kindly toward us

again. "It struck me that you wanted my business pretty bad and that did interest me. I'm not a big buyer, and when I got your letter it made me feel as if you were pretty hard up for business and maybe wanted it worse than the other fellow, so I just gave your man an order the next time he came in. I had got into the habit of turning him down and buying from Jones & Rosenfeld. You know there's a lot in getting into the habit of buying from one house or another, especially on unbranded bulk goods."

"We're watching you, Perkins," I replied. "And we here in the sales end keep our eyes on you to see that you buy enough just as the fellows over in the credit department would be after you if you forgot to pay." And this seemed to please him.

In conclusion, the best part of this little job which we have taken upon ourselves is that it gets smaller as we go along. We are now starting on our third trip around the ledgers and we find that the number of letters we have to write each day has fallen twenty-five per cent, while our number of current accounts has increased.

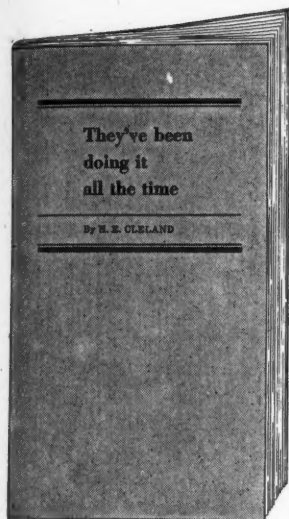
Maybe there are many dealers who think like my old friend Max Boykin thought and he said to me, "Well, sell me something. I like to buy from a house that seems to care whether I buy or not."

#### Goes Up Higher With White Company

R. J. Johnston, former manager of the New York branch of the White Company, Cleveland, manufacturer of the White automobile, has been elected vice-president of the company. He is succeeded as New York branch manager by W. H. Moore.

#### Beale With A. H. Sickler Co.

J. F. Beale, Jr., formerly advertising director of R. H. Macy & Co., and Saks & Co., New York, and later director of the Service Bureau of the advertising department of the New York World, has joined the service staff of the A. H. Sickler Company, printers, of Philadelphia.



Some of the advertisers and executives of advertising agencies who have read this little booklet think so well of its logic and conclusions that they have asked for copies to distribute through their organizations.

It gives a clear vision of the possibilities and influence in the service of McGraw-Hill

Publications for advertisers, for advertising, and for the public.

If you have not received a copy we will gladly send you one on request.

**McGRAW-HILL CO., Inc.**

Tenth Ave. at Thirty-sixth St., New York

## McGraw-Hill Publications

*Serve a Buying Power Aggregating Billions of Dollars Annually*

**Power**

**Coal Age**

**Engineering News-Record**

**Electrical World**

**American Machinist**

**Electrical Merchandising**

**Electric Railway Journal**

**Engineering and Mining Journal**

**Chemical and Metallurgical Engineering**

*Members of Audit Bureau of Circulations*

# picking an agent

The method followed by R. J. C., Jr.  
is interesting.

R. J. C., Jr.,

three years ago was assistant sales manager for a St. Louis jobber of canned goods. Off and on he had thought of getting into the "advertising business." One day he decided that he *would*.

So his orderly mind planned a campaign. After getting encouragement from local advertising men, he made up a selected list of agents in New York, Chicago, Boston and Philadelphia for whom he thought he might like to work. To each of these agents he sent a letter. The encouraging replies he followed up.

Six months later, taking what spare cash he had, he decided to spend his summer vacation in calling on agents in Chicago and New York.

His seven Chicago calls brought just one offer of a job as an errand boy. But R. J. C., Jr. kept on.

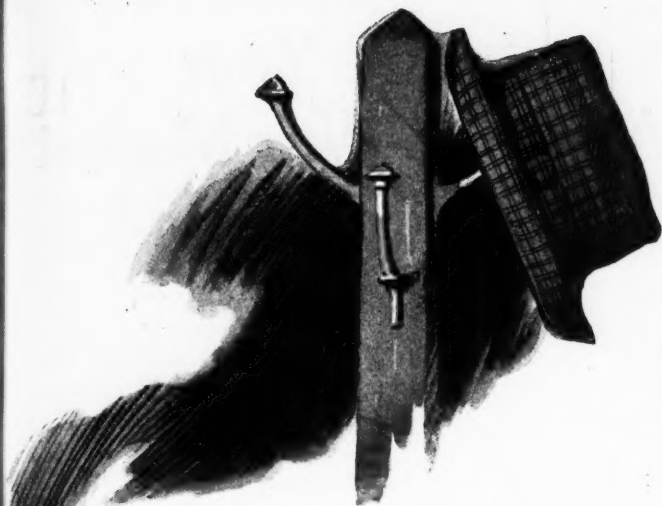
New York was more satisfactory. Here he called on six agents. Four asked him to come back—three of these invited him to hang up his hat and stay.

\* \* \* \*

A few days ago, R. J. C., Jr., was re-telling his reasons for settling with



# Blackman-Ross



Blackman-Ross. Here he had talked with Messrs. B. and F. "They made me feel thoroughly at home," he said. "As long as I was in their rooms they gave attention and interest entirely to me, and were anxious to have me meet other agents as well."

So R. J. C., Jr., came into our Copy Department over two years ago and saw everything and turns out to be quite a conqueror.

He has had only one serious disillusionment. He used to think that manufacturers invariably received with looks of awe and eagerness the wise advice the agent offered—leaning on him as their sole prop.

Instead, he has discovered that good advertising is the result of a get-together between advertiser and agent, a meeting-of-minds—very much like plain business, after all.

ON AUGUST 1st:

*"Reaching 'the Lady of the House.'"*

ss Company-NEW  
YORK

# Insure Your After-the-War Market NOW

After the war is won, will your sales organization automatically continue its progress in the Northwest, or must you again build from the ground up?

It all depends on your advertising policy *now*.

Because of material shortage, war orders, and other similar causes, some manufacturers have stopped advertising until after the war. Meantime, the wealth of Northwestern farmers is growing tremendously, other manufacturers are increasing their advertising, and new buying habits are being formed and familiarity with new brands is increasing daily.

*Whether you can get materials or not*, you can not afford to lose your market prestige in the Northwest.

Let us show you how you can insure your after-the-war business in this territory.

## THE FARMER

WEBB PUBLISHING COMPANY, PUBLISHERS,  
ST. PAUL, MINNESOTA

Western Representatives,  
STANDARD FARM PAPERS, INC.,  
1341 Conway Building,  
Chicago, Illinois.



Eastern Representatives,  
WALLACE C. RICHARDSON, INC.,  
381 Fourth Avenue,  
New York City.

Members Audit Bureau of Circulations



# Report of San Francisco Advertising Convention

Summary of Proceedings of Last Week's Meeting of the A. A. C. of W.

THE fourteenth annual convention of the Associated Advertising Clubs of the World, which for five days last week held the centre of the stage in San Francisco, came to an end last Thursday morning with the election of the following officers for the ensuing year:

President, William C. D'Arcy, of St. Louis (re-elected); vice-presidents, George W. Hopkins, of New York; Sidney S. Wilson, Cleveland; E. T. Meredith, of Des Moines; Arthur S. Newmyer, New Orleans; Daniel S. Fisher, Dallas; Frederick W. Kellogg, San Francisco; William G. Rook, Toronto, representing Canada, and Charles Frederick Hingham, London, representing the world outside. The two last-named vice-presidents represent the two additional districts outside of the United States and the outlying possessions of the United States created by the convention at the present session. P. S. Florea, of Indianapolis, was re-elected secretary and executive manager.

Lewellyn E. Pratt, of New York, was named as assistant to the president, a newly created position, the need of which has long been felt. In making the announcement of his appointment, President D'Arcy said that Mr. Pratt would be literally the president of the Association with himself. He will take up the executive work of the president's office and will spend much of his time in traveling about the country in the interests of the organization.

Although New York and St. Paul put up a good fight for next year's convention, New Orleans carried off the prize. Its delegation, consisting of sixty members of the local club, headed by Mayor Martin Behrman, was on the job from the day of its arrival. In fact, the campaign started in mid-

winter when \$50,000 was pledged by the business men of New Orleans to pay the expenses of the convention. Arthur G. Newmyer, business manager of the *Item*, spent several months in visiting the advertising clubs throughout the country to secure their support. During the earlier part of last week New Orleans took a page advertisement in the San Francisco papers to present arguments for its selection as the convention city for 1919. When the vote was taken it won the honor on the second ballot.

The awarding of the trophies, as usual, was a feature of the closing session of the convention. The Baltimore Truth Trophy was awarded to Indianapolis for the best truth-in-advertising work during the past year. The D'Arcy Big Brothers' Cup went to St. Paul for organizing the largest number of new clubs. The Boston Mileage Banner, annually awarded for the greatest aggregate distance covered by a delegation, was awarded to New Orleans with 107,328 miles to its credit. The same city also carried off the Dallas Ladies' Trophy for having the largest number of women delegates at the convention. Two new trophies were tendered and accepted. One, from the St. Louis Advertising Club, is to be given to the club doing the most effective war advertising during the coming year. It will be permanently retained by the winning club. The second trophy, donated by the Women's Advertising Club of Los Angeles, is to be awarded each year to the woman's advertising club doing the best war advertising.

The strong patriotic spirit that marked the several sessions of the convention was crystallized in a resolution dedicating the associated clubs of the United States, Canada, Europe and Australia to

Government service for the winning of the war. The convention resolved:

"To serve our Government and those of the Allies in any way to bring about a speedy and complete victory; to serve in safeguarding business at home and abroad; to serve finance in mobilizing the resources of the nations behind the war, and in meeting the credit needs of expanding business; and, finally, to bring through truth in advertising the full measure of its devotion in service to the consuming public and to the nation's industries throughout the war and in the great days of victorious peace."

Other resolutions were adopted favoring the formation of an international agreement for the protection of trade-marks; urging the adoption of a national trademark by which "made in America" goods could be distinguished and protected, and recommending that the right to use it be rigidly restricted to honest, single-hearted American manufacturers; declaring unyielding opposition to the postal zone law as inimicable to the interests of the nation and urging its repeal; favoring the extension of federal prevention and treatment of social diseases as now carried on in the Army and Navy, to civil life, since most primary infection originates outside of the camps; advocated action to overcome and prevent antagonistic legislation by Congress against advertising, and urging the standardization of the size of catalogues and type to conserve labor and material.

Acting on a suggestion from Secretary McAdoo, of the Treasury Department, a resolution was passed recognizing gold as a war necessity and favoring the stimulation of its production to the fullest capacity of our mines.

While the attendance of delegates was the smallest in several years—the registration was 1,308—the convention worked during the week with a serious earnestness appropriate to war times.

The stamp of Government approval and co-operation which

dominated the opening days of the meeting was in evidence throughout all the sessions. It was concretely symbolized by the telegram from President Wilson, read from the platform on Tuesday, as follows:

Permit me to express my very genuine interest in the success of your great convention in San Francisco. I realize how squarely and spontaneously the advertising men of the country have stood behind the war. I want in particular to bear witness to the service which advertising has rendered in the direct prosecution of the war through what it has done for the sale of Liberty Bonds and War Savings Stamps, in behalf of subscription funds for the Red Cross and the Y. M. C. A., not to speak of many other forms of service.

It was with real satisfaction that I created by executive order the Government Division of Advertising as a part of the Committee on Public Information. The men appointed as directors of that division are all members of your association and the work that has been done has been of far-reaching service and value.

I recall my pleasure in attending your convention at Philadelphia two years ago and can therefore fully appreciate the patriotic fervor that will mark your present meeting and the sound counsel that will guide its deliberations.

Practically every noteworthy address delivered at the general sessions had a war flavor. On Tuesday morning, for instance, W. T. Mullally, of Maclay & Mullally, Inc., New York, who was chief of the copy division of the Liberty Loan Committee of the Second Federal District during the recent campaign, told the story of the campaign in an entertaining manner. Herbert S. Houston, vice-president of Doubleday, Page & Co., New York, in a stirring patriotic address, which was reproduced in **PRINTERS' INK** last week, urged the formation of a league of free nations to combat "the trade war after the war." Ralph P. Merritt, Food Administrator for California, aroused great enthusiasm when he declared that the splendid response of the American people had saved the day for ourselves and our allies. The burden of responsibility, he asserted, had been placed by Mr. Hoover squarely upon the shoulders of advertising, and advertising had made good. Concerning

the food situation abroad Mr. Merritt said:

"The surplus of wheat shipped up to January 1, 1918, from the 1917 wheat harvest was 20,000,000 bushels. By September 1, 1918, there will have been landed on the other side of the Atlantic not less than 170,000,000 bushels of wheat or wheat products. Of this amount 150,000,000 bushels is directly attributable to the voluntary savings of the people of America."

An international touch was given to the convention on Tuesday when a cablegram from Lord Beaverbrook, Minister of Information for Great Britain, was read, in which he expressed his confidence that American advertising men would truthfully interpret to their countrymen Great Britain's position in the war.

Merle Sidener, chairman of the National Vigilance Committee, told of the year's efforts in the battle for truth in advertising. He said that the first few months

have seen an avalanche of fake oil stock propositions launched but that with the assistance of the newspapers the crooks had been effectively combated. "Our patrolling parties," he continued, "have at the same time cleaned out short sections of enemy trench occupied by unfair retail advertisers, fake land schemes, blue-sky law evaders, classified advertising sharks, makers of false value statements and scores of others whose depredations have systematically undermined confidence in advertising. The war against corruption is not over. It is our prime purpose to make advertising safe for business. And in so doing we will have our part in strengthening American business as a powerful reserve for the use of our President in the application of his announced policy of 'force to the uttermost' in the interests of humanity."

George W. Hopkins, sales and advertising manager of the Columbia Graphophone Company, of

# The George L. Dyer Company 42 Broadway New York



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

New York, spoke Wednesday afternoon upon "Standardized Merchandise, Now and After the War." He urged all advertising men to study and combat the vicious theory that bulk goods are the most economical.

Secretary Florea in his annual report showed that, despite war conditions, the usual work of the association has proceeded, and that the organization ended the year with a surplus of \$22,813.82, which was greater than at the end of the preceding fiscal year. As to membership, he showed that 1,300 members are in the service. He also reported progress in the establishment of the new advertising clubs overseas, as well as in the United States and Canada. New clubs had been organized in Sydney, Australia; in Paris, France, and in Shanghai, China, during the fiscal year.

One of the most significant addresses delivered during the week was that of W. H. Johns, chairman of the Division of Advertising of the Committee on Public Information, in which he told of the work performed by that body in behalf of the Government.

#### NEWSPAPER DEPARTMENTAL

Greater co-operation of newspapers with local advertising clubs and with one another for the purpose of achieving greater usefulness was the slogan sounded by the Newspaper Department. Rowe Stewart, advertising manager of the Philadelphia *Record*, led the discussions as president of the department.

"Develop accounts for newspaper space in your territory, regardless of their national aspect," said E. C. Bode, of the Chicago *Herald and Examiner*, who championed the co-operative movement. Newspaper advertising thus developed will have a reciprocal effect on accounts resulting from the pioneer efforts of advertising men in other parts of the country, according to the theory presented in the discussion of this practice.

"Advertising for newspaper advertising is the most striking need of the profession to-day," said

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A. Thomson suggested more energetic propaganda work in bringing the prospective advertiser around to the view that the newspaper rather than some other medium should be used.

That automobile space rates are generally too low, and subject to too much conflicting interpretation where part of the advertisement is purchased by the manufacturer and the other by a dealer, was another suggested problem which resulted in the expression of the following suggested solutions:

1. Establish a flat foreign rate for both automobiles and financial advertisements, eliminating the local rate entirely.
2. List both local and foreign flat rates, making them higher than the commercial rate, allowing agency commissions on foreign rate only, but permitting none on so-called "50-50" advertisements, i. e., copy the cost of which is divided between dealer and factory.
3. Make all advertising either local or foreign, not permitting the "split" between dealer and manufacturer.
4. Give either local or foreign rate, but eliminate all free publicity in news columns.

The suggestion that newspapers start an educational campaign for "Made in America" marked goods was presented by Miss M. M. Connor, of the Los Angeles *Examiner*, representing the Women's Advertising Club. "Pave the way for trade extension and open up new advertising business for the newspapers," said Miss Connor, "and label all imported goods 'Made in France,' 'Made in England,' as the case may be, but never just 'Imported'."

In an address on "The Double Standard in Newspaper Publishing," Merle Sidener, chairman of the National Vigilance committee, told the newspaper men that until advertising is placed on the highest possible standard it will not have the whole-hearted popular respect it deserves. "Clean, dependable advertising columns cre-



No. 6 of the Series—The Second Wave of the Attacking Troops

## ANOTHER LESLIE'S "SCOOP"

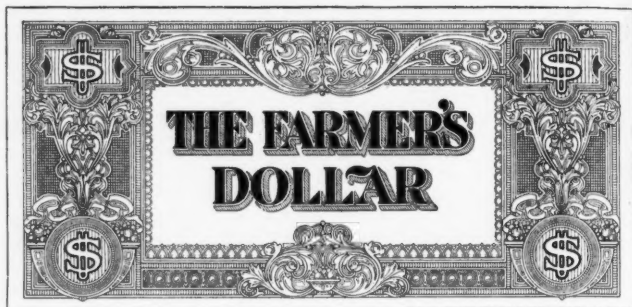
Bigger even than Kirtland's "scoop" at Seicheprey, is the story of Cantigny, America's first big victory, as told by exclusive photographs, accompanied by an official (and exclusive) account of the brilliant fighting of our men.

Five pages of thrilling pictures, showing infantry attacks, tank attacks, and smoking the Huns out of their dugouts with liquid fire. In this week's

# Leslie's

Illustrated Weekly Newspaper  
Established in 1875

Coming—"Jimmy" Hare's and Kirtland's Piave Pictures



**T**HERE is a marked difference between the farmer's dollar and anybody's else dollar, these days—it is *bigger*. Living expenses have not taken such a slice out of it. He gets much of his food at *production cost*.



He is providing the food for the world and the dollar is rolling his way in greater volume than ever before. He represents the richest market in the world.



He, his family and his establishment require practically everything that the city market buys.



Many advertisers have established themselves in the farmer's confidence through the aid of our service. Small advertisers have grown big—big advertisers great, by utilizing the searchlight of our twenty-six years' experience.

# Critchfield & COMPANY

CHICAGO

NEW YORK  
MINNEAPOLISBOSTON  
TOLEDO

DETROIT

ate more confidence and trust among newspaper readers, and the advertising columns thereby are made more productive to the business firms that use them," he said.

A paper from William H. Rankin, chairman of the Newspaper Committee, American Association of Advertising Agencies, read by James O'Shaughnessy, emphasized the value, economy and effectiveness of newspapers as an advertising medium.

A striking instance of effective newspaper advertising was described by Don Francisco, advertising manager of the California Fruit Growers' Exchange. He claimed that newspaper advertising in local drives made people in specific localities want California oranges when there was a local oversupply. The growers started with an appropriation of \$7,000. Last year they spent more than \$100,000 for newspaper space according to Mr. Francisco's figures.

#### FINANCIAL ADVERTISERS' ASSOCIATION

One of the longest programmes of the convention was put through without a hitch by the Financial Advertisers' Association. All phases of bank "new business" were discussed, with a consensus of opinion that it is high time the banks came down off their "high perch" and met the public fairly and squarely, telling what they have to offer. Naturally, the banks' part in the Government's money-raising drives was also emphasized. It was the subject of papers by John Ring, of the St. Louis Mercantile Trust Co. (read by M. E. Holderness, St. Louis Third National Bank); Edwin Bird Wilson, of New York; Paul Pflueger, San Francisco Humboldt Savings Bank; and Mr. Holderness.

Herbert S. Houston told how the Liberty Loans have created a new democratic army of savers and modified the financial situation.

C. M. Davenport, of *The Financier*, New York, described

some favorite mediums for securing new business. Continuity in advertising was urged by Carl W. Art, of the Spokane Old National Bank and Union Trust Co. How window displays have helped sell Liberty Bonds was told by J. B. Taylor, of the Toledo Guardian Trust & Savings Bank, and the usefulness of illustrations in bank advertising was urged by C. R. Stuart of the San Francisco Bank of Italy. W. S. Kirkpatrick, of Portland, Ore.; H. A. Blodgett, of St. Paul; P. L. Lawler, of San Francisco; H. B. Grimm, of Cleveland, O., and others also spoke.

#### AGENTS' DEPARTMENTAL

The departmental session of advertising agencies was attended largely by agency men from the Far West; and because of this fact little routine business was carried through, the meeting being largely an informal "get-together."

#### POSTER ADVERTISING ASSOCIATION DEPARTMENTAL

George W. Kleiser, of Foster & Kleiser, San Francisco, presided at the Poster Departmental.

Samuel Pratt, of New York, spoke interestingly on the "Painted Bulletin, Past, Present and Future," telling of how he had traveled over this Coast country forty-five years ago, at which time there were three men in the outdoor advertising business here. Now he finds not a trace of things as they were. He paid high tribute to the handsome, substantial, well-kept bulletins he found on the Coast.

Kerwin H. Fulton, president of the Poster Advertising Company, New York, spoke on "Application of Poster Advertising to Modern Merchandising." He brought out the crucial fact of increased opportunity for poster advertising because the war has brought greatly increased prosperity to almost illiterate classes. In some towns, he said, illiteracy runs to thirty per cent. Here, he said, is advertising's great present opportunity.



"Color in Advertising" was handled by Charles W. Duncan, who illustrated his talk with colored charts, bringing out the relations and values of colors.

Walter Foster closed the meeting with a resumé of the ground covered by speakers and tied the entire discussion together.

#### OUTDOOR ADVERTISING ASSOCIATION

At the Outdoor Advertising Association Departmental, Geo. W. Kleiser, Foster & Kleiser, San Francisco, presided. George W. Whittaker, President John Bollman Co., San Francisco, spoke on "Poster Advertising, Past, Present and Future," specially stressing the vast improvement in physical condition of bulletins and the tone of their messages.

John F. Williams, counsel for the Pacific Coast Poster Advertising Association, told how improvements have been made in later years and declared that the rights of the public should be observed. "Poster Advertising as Related to Civic Development," was his subject. He stated that few cities have restrictions as stringent as his organization imposes on its members; that bulletin lots are now the cleanest lots in the communities. He advised all to co-operate with civic authorities to achieve a high order of artistic merit and attractiveness.

In closing the session, George W. Kleiser reviewed some recent experiences with drastic legislation, notably in Los Angeles, where the requirements were so extreme as to call for vigorous resistance, but where the showing of a determined front resulted in such modifications as obviated legal action.

"For example," he said, "a bulletin located where it is obnoxious to the neighborhood already is depreciated fifty per cent or more and so is not worth fighting about, and we now know that we were mistaken when we fought against setting our signs twenty or thirty feet back from the walk. Bulletins set back are really of greater value, because they can be read from both sides

of the street whereas those set close to the walk are good for only one side. So it is with many other things we have fought which might have been coped with in a spirit of accommodation to much better advantage and, incidentally with much less cost."

#### THEATRE PROGRAMME PUBLISHERS

At the session of the Theatre Programme Publishers' Department, chairman Ralph Trier, president of Frank V. Strauss & Co., New York, urged the programme publishers not to wait for the Government to come and ask their aid, but to go to the Government and find out in what way they could be of assistance.

#### DIRECT MAIL DEPARTMENTAL

That users of direct-mail advertising should make their work as efficient as possible in war times was the keynote of the Direct Mail Advertising Association Department. W. J. Betting, of St. Paul, who presided, also gave an address on "Direct Advertising for the Retailer." The salvation of the retailer, according to Mr. Betting, lies in cross-indexing his mailing list so as to send mail only to persons definitely interested in one definite proposition. Homer J. Buckley, Chicago, told of the weakness of most adjustment and claim letters, and suggested remedies. James O'Shaughnessy, secretary of the American Association of Advertising Agencies, gave some of his own experiences in direct-mail work.

#### SCREEN ADVERTISERS' ASSOCIATION DEPARTMENTAL

With the proper scenario, the dominant advertising idea of any product or merchandise can be visualized for projection on the motion picture screen, according to Tirey L. Ford, San Francisco, chairman of the Screen Advertisers' Association.

Among the merits of visual advertising copy these were enumerated: An attentive and receptive audience is provided in the mo-

(Continued on page 37)

*"Concentration Is the Nation's Watchword"*

# Dominate Philadelphia

When you buy advertising space in "The Bulletin," you deal in known quantity and quality, and enjoy the benefit of known rates that are absolutely not deviated from.

You can dominate Philadelphia at one cost by concentrating in

# The Bulletin

The newspaper "nearly everybody" reads.

The net paid daily average circulation of "The Bulletin" for June was 425,055 copies.

"The Bulletin" is the only Philadelphia newspaper that prints its circulation figures regularly every day.

New York Office  
DAN A. CARROLL  
Tribune Building

Chicago Office  
J. E. VERREE  
Steger Building

Detroit Office  
C. L. WEAVER  
11 Lafayette Blvd.



## On the Lincoln Highway

The above illustration shows how the foreign automobilist on the Lincoln Highway.

These Highway Wall Displays, carefully selected on this heavily traveled thoroughfare, for the use of the traveling public.

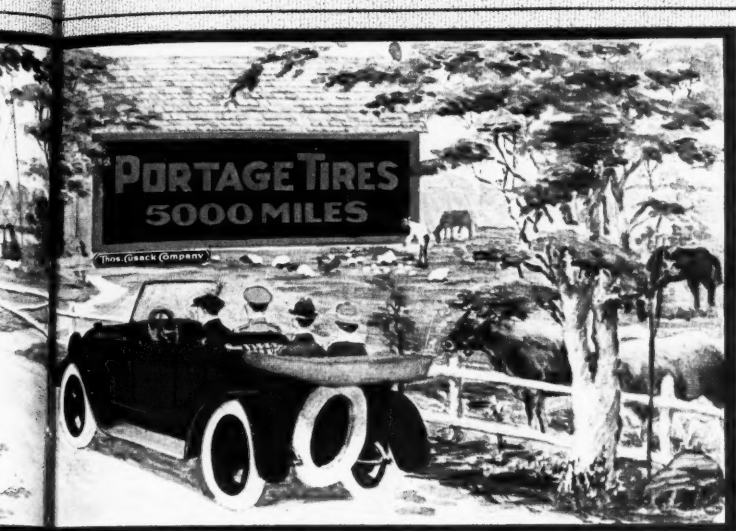
Let us show you what we can do for you on the Lincoln Highway.



CHICAGO

Thos. Cusick & Co.

Largest Advertising Company



## Lincoln Highway

the Portage Rubber Company is reaching the  
way.

fully elected at the turns and best vantage points  
e, fully command the attention of the motor-

for you on the Lincoln Highway.

**Goodyear Company**

NEW YORK

Artisan Company in the World



## BUILDERS *of* AMERICAN BUSINESS

JOHN G. LONSDALE, PRESIDENT OF THE  
NATIONAL BANK OF COMMERCE OF ST. LOUIS

"SYSTEM, they say, is The Magazine of Business,  
and 'they' are right.

"To cover the whole realm of business with one  
publication, and still make each issue produce a  
message that affords inspiration and information to  
merchant, banker, lumberman, miner, farmer and  
manufacturer—well, that's some undertaking. But  
SYSTEM does it."

NUMBER CXLI in the series of portraits of readers of SYSTEM

tion picture theatre; the exact number of persons to whom the message can be delivered is known through a check on the box office of the attendance; the message is actually delivered with 100 per cent effectiveness as the advertiser is assured that every eye is fixed upon the screen, since that is the privilege for which the patron paid his money.

In the absence of Harry Levey, of the Universal Film Manufacturing Company, New York, and other scheduled speakers, Hammond Beall, Western publicity director for the Universal company, read Mr. Levey's address, which appears elsewhere in this issue.

#### CHURCH ADVERTISING DEPARTMENTAL

Better business methods in church advertising were urged at the Church Advertising Section, over which the Rev. J. C. Reid, of the Trinity Presbyterian Church, San Francisco, presided. Dr. Reid advocated display advertising—even on the sporting page if necessary—rather than a classified "church advertising" department.

#### RETAIL ADVERTISING CONFERENCE

How much shall a retailer spend for advertising? was the question discussed at the sessions of retail advertisers, with opinion seeming to focus around 2 per cent on sales; but whether the 2 per cent is to cover advertising manager's salary, window displays, donations, etc., was undetermined. Instances were quoted of housefurnishing departments in stores spending from 2.7 per cent to 7.6 per cent with an average of 4.32 per cent. One man stated his method to be to appropriate 3 per cent on past year's business plus 3 per cent on anticipated increase for coming year.

W. A. Faris, of the Fifth Street Store, Los Angeles, said that circumstances and environment must aid in determining the ratio of advertising investment. He told how he had literally plunged in the beginning of his independent experience, spending 7 per cent

the first year, 6 per cent for some time thereafter, and continuing now with 3 per cent.

Irving H. Kahn, Kahn Brothers, Oakland, Cal., who had opened this discussion, closed it by stating that, in the year 1917, the advertising expenditure in his large department store, including all features, had totaled 1.86 per cent on sales.

#### JUNIOR ADVERTISERS' CLUB CONFERENCE

Discussing the "Fundamentals of Salesmanship" before the Junior Advertising Association, George W. Hopkins, advertising manager of the Columbia Graphophone Company, New York, said:

"A green salesman can sell goods sometimes—a 'blue' salesman, never. Optimism is the foundation for enthusiasm in selling goods. The average merchant buys discounts, rather than looking upon the goods as an opportunity to resell at a profit, and the wise salesman is the man who shows the dealer that he is offering to sell him profits. 'No' is the first word of the buyer. The salesman needs to get a pencil in the hands of the buyer and make him a part of the demonstration—make him a part of the selling operation, and first of all, the salesman must 'sell himself'."

Others who spoke to the Junior Advertisers were S. C. Dobbs, W. J. Betting, St. Paul, Minn., and Frank Lowenstein, Atlanta, Ga.

#### FOREIGN TRADE ADVERTISING CONFERENCE

To develop foreign trade, both now and after the war, as the only basis of enduring prosperity, was the theme of the Foreign Trade Conference, with Garner Curran, publisher of the *Pan-Pacific Magazine*, presiding.

A resolution was adopted urging that a permanent department on Foreign Trade Advertising be established under the auspices of the A. A. C. of W. A committee was appointed for organization purposes, as follows:

Chairman, L. R. Putnam, direc-

tor of advertising and trade extension of the Southern Pine Association and president of the New Orleans Ad Club; John A. Fowler, Shanghai, China, representing Eastern advertising mediums; Norman S. H. Catts, secretary-treasurer New Wales Ad Men's Institute, Sydney; Dr. W. E. Auginbaugh, editor export department, New York *Commercial*; F. M. Foulser, *Western Confectioner*, Seattle; E. A. Parker, Sperry Flour Co., San Francisco; Douglas Erskine, W. R. Grace & Co., San Francisco, and Garner Curran, manager *Pan-Pacific Magazine*, San Francisco.

#### WOMEN'S ADVERTISING CLUB CONFERENCE

How most effectually to institutionalize "Made in America" and yet be fair and just to our Allies, was the keynote of this conference. The solution suggested was to give due credit to each country for its products. Thus, while emphasizing "Made in America" and giving preference to American-made goods, it was said that British goods should be labeled and advertised as "Made in England" or Scotland, etc., that French, Italian, Portuguese and products of the other nations associated with America should be advertised similarly as coming from certain cities and countries. Thus merchandise of all Allies would become known on its merits and identified so it may be preferred over that of the Central Empires and their allies.

"The Appeal of the Package—an Intimate Study of Parisian Selling Methods," was the theme treated by Frank J. Lowenstein, of Morris, Inc., Atlanta, Ga. "How the Woman Shopper Is Affected by Advertising" was the subject of a paper by Florence E. Shindler of "Desmond's," Los Angeles. George W. Hopkins, vice-president Columbia Graphophone Company, New York, spoke on "Selling Women Through Advertising."

#### ADVERTISING EXHIBIT

Smaller than in previous years, but full of interesting material,

the advertising exhibit at San Francisco did not attract the attention which it deserved. Much of the material this year was of a patriotic character, the National Association of Employing Lithographers, for instance, showing numerous food, fuel and Liberty Bond cards. The American Association of Advertising Agencies also showed patriotic advertising prepared by its members. In addition, it displayed numerous charts showing graphically how advertising has reduced the selling price of well known articles.

The Outdoor Advertising Association and the Poster Advertising Association showed several beautiful examples of artistic outdoor display. Calendars predominated in the showing of the National Association of Advertising Specialty Manufacturers. The Financial Advertising Association was well represented with work from many cities. One of the best things in the exhibit was the display of the Irving National Bank, New York city, giving a complete summary of the advertising activities of the institution. The Los Angeles Trust & Savings Bank was also represented by an interesting group of newspaper advertisements.

The Associated Business Papers offered a series of big placards giving briefly the arguments in favor of this medium, as well as their Standards of Practice.

Community advertising was represented with work from several localities, and in particular, St. Paul and the Pacific Northwest.

The screen department of the San Francisco Advertising Club was in charge of a motion picture show in which a number of successful advertising films were exhibited. The photo engravers of California were "also present" with specimens of their work.

#### Hartford In New Connection

George V. Hartford, who was for sixteen years connected with the advertising department of the old Chicago *InterOcean* and for two years with the Chicago *Herald*, has become associated with the display advertising department of the Chicago *Herald and Examiner*.



# A Truthful Sales Department for a City

How St. Paul Has Relegated the "Booster" to the Discard in an Attempt to Make Its Claims 100 Per Cent Truthful

By Milton J. Blair

Publicity Secretary, St. Paul Association of Public and Business Affairs

Portion of address at San Francisco Convention, A. A. C. of W.

YOU will all recall that for years the advertising department of many of the leading mediums refused to pass copy which contained the word "Free." They refused to allow their columns to be utilized for the exploitation of readers through the lure of something "free." The tendency toward moderation and sound business practice is observed again by the rapidity with which the words "best" and "finest" have fallen into disuse as advertising claims. Unfounded claims still occur in business advertising, but very infrequently. Business advertisers nowadays are building for permanency, they are building reputations, and the mediums they use have reputations to maintain. Space is purchased on the basis of return, and the old whoop-la days of advertising have faded into the dim past.

But among sales departments of cities the disease of misrepresentation and exaggeration still runs rampant. Its germ is very infectious and exhilarating. The germ is termed "boosting," and the offender is a "booster."

In an address delivered before the Chamber of Commerce of the United States of America on February 3rd, 1915, President Woodrow Wilson said: "I have attended banquets of Chambers of Commerce in various parts of the country and have got the impression at each of these banquets that there was only one city in the country. And it has seemed to me that these associations were meant in order to destroy men's perspective, in order to destroy their sense of relative proportions. Worst of all, if I may be permitted to say so, they are intended to

boost something in particular. 'Boosting' is a very unhandsome thing. Advancing enterprise is a very handsome thing, but to exaggerate local merit in order to create disproportion in the general development is not a particularly handsome or a particularly intelligent thing."

## DISSECTING THE BOOSTER

The "booster" knows naught of the ethics of advertising—he is bound by no standards of practice, no retribution comes to him personally for the dissemination of unfounded claims. He pursues his merry way unhindered and earns the temporary plaudits of an admiring citizenship for his exploits in the realm where the lily is gilded. Far be it from my intention to belittle those who are doing heady work and have been getting permanent results for their communities, and to whom these communities have misapplied the name "booster." Such men have unwittingly been placed under a stigma, for they are not of the clan of which this paper treats.

The real "booster" is a product of the "boom days" of American cities. He deals in superficialities. His objective is not results, but something to talk about and to "get away with" for the time being. Conversation—not action—is his predominating quality. He is kin to the real estate development shark, whose time-honored practices arouse our risibilities in the comic supplements. His are the tricks of the harlequin—and we have been letting him get away with them. We have good-humoredly tolerated the "booster," perhaps even admired the sacrifice of time which he has made to indulge himself in his favorite propensity—and have taken his claims at

a seventy-five per cent discount.

Old residents do not remain in a city and new inhabitants are not attracted through the law of chance. A city must have certain advantages in order to keep its own inhabitants, but more particularly in order to attract new people. All cities are possessed of certain common facilities. The exceptional city has, in addition to the more common and elementary facilities, certain civic assets which make that city stand out in favorable comparison with its rivals.

The superficial booster, the citizen without the proper sense of proportion, the sales department of the city which substitutes superficial enthusiasm for analysis of its product in setting forth the claims of its city, will contend that it is possessed of a fire department, a police department, certain number of blocks of paved streets, a park, a viaduct, and possibly a bridge. While making the claim he forgets that every city has certain facilities which are common to the village and the city, but something more than these elementary institutions a city must needs possess in order to secure the attention of the cold, calculating official of a prospective industrial institution, a retired farmer, or the traveling salesman looking for the most advantageous city in which to reside.

#### THERE IS SOMETHING EACH PROSPECT WANTS TO KNOW

This prospective patron of a city may be primarily interested in an efficient department of public education; he may be very much interested in the recreational advantages of a city, or the religious institutions. It may be these or a variety of other civic institutions which compel the attention of the prospective seeker for a new location, but one fact stands out in the case of a city as in the case of a private business institution—there must be a reason. People do not move from one city to another by chance; people do not tear up the roots of affection and move from one city to another unless there is something there to attract them.

Hence we are coming to utilize the large amount of correct and authentic information with reference to the factors which go to make cities.

Recently a study was made by Reed College of some of the more important fundamentals which go to make up a community. There is nothing very new about this study—the basis of the study and report is largely secured from published Government records—but a comparison of thirty-six American cities is made with reference to such community fundamentals as wages, cost of living, death rate, infant mortality, child labor employed, park area, pavement, fire protection, value of public properties, library circulation, school attendance, value of school property, teachers' salaries, number of pupils to a teacher, illiteracy, etc. This study is most interesting, and I would suggest to those interested that a copy be secured by addressing the Professor of Sociology of Reed College, Portland, Oregon.

The "booster" must be eradicated. He can be. We have only to insist that communities conform to the same standards of practice and the same code of ethics in advertising that commercial advertisers have accepted. The selling of the community product and the services of the community facilities are in the same category with the selling of private merchandise or service—scientific methods which have proven successful in the one field should be applied to the other. Just as the great manufacturing plant maintains a sales and advertising department, so should the community. The sale of the community product should be no less important to the members of the community—the owners of the community plant—than the sale of the manufactured product is to the manufacturer.

Just as the manufacturer retains a staff of analysts who will tell him the *truth* about his business and give him true comparisons between his business and that

(Continued on page 43)

# PHILADELPHIANS LEARN TO ASK FOR "TROIPIKO"

**Trade-Marked Fruits in Big  
Demand Since Advertising  
Drive Was Started**

**PROBLEM NOW IS TO  
GET ENOUGH FRUIT**

**Pineapples and Grapefruit Are  
Featured on Account of High  
Quality of Crop**

SOME six months ago, Frank W. Stanton & Bros., local distributors for Tropiko grapefruit, oranges and pineapples, decided to inaugurate an advertising drive in Philadelphia for the advancement of the Tropiko products.

Now, to quote Mr. Stanton, "we have a hard time supplying the demand!"

"At first we were a little fearful of the difficulties attendant upon making the consumer ask for a certain brand of fruit when he has been so long accustomed to requesting 'oranges' or 'grapefruit,' without specifying any particular kind. But the advertisements, prepared by the George Batten Company, soon solved this problem.

## **Frequent Insertions**

"A number of two and three column advertisements were run, calling attention to the merits of the different kinds of Tropiko fruit, and these were followed by smaller announcements, frequently repeated, which dealt with the specific excellencies of the grapefruit and pineapples.

"Owing to the fact that this has not been a good season for oranges, the drive was founded principally on pineapples and grapefruit, and the copy now running pays particular attention to the former fruit.

"Tropiko—the juiciest fruit in the world"—is grown by a community of fruit men who combine their crops, select the finest specimens, and ship them throughout the East. It was because we had found these to be exceptionally good that we applied for the agency for Philadelphia and, in the great majority of cases, we found that it was only necessary for the consumer to try this brand once to get in the habit of saying 'Tropiko' when he wanted anything in our line. In other words, the advertising created the demand and the product backed it up.

## **A "Pineapple Summer"**

"The last winter has been an exceptionally good one for grapefruit and, from the pres-

ent outlook, it is going to be a 'pineapple summer.' The demand for this fruit is extremely large, and we are having considerable difficulty in getting a sufficient number of them to meet the market conditions here.

**Pineapples fresh  
from the plants—not  
from cans—have all  
the juice and flavor.**

# Tropiko

## PINEAPPLES

*"Juiciest Fruit in the World"*

**The name "Tropiko" is on  
every wrapper**

*If your dealer is unable to supply you, write*

**Public Etc Fruit Exchange, 282 Franklin St., New York City**

A one-column advertisement in the "Tropiko" campaign prepared by the George Batten Company. These small advertisements, used in the intervals between large "copy," have given continuity to the campaign. (From the Public Ledger, May 7.)

Because Tropiko pineapples are of the very highest grade, their number is necessarily limited and the demand, created by the advertising and fostered by the excellence of the product, is growing every day.

"Many of the largest hotels in the city are using Tropiko grapefruit exclusively, while we have standing orders from scores of clubs and restaurants for cases of this fruit every week. Tropiko appears to have captured Philadelphia—and we are more than willing to give the PUBLIC LEDGER and the EVENING PUBLIC LEDGER credit for the splendid results from our advertising. It has been a most successful campaign."

**(Reprinted from the RETAIL PUBLIC LEDGER, Philadelphia)**

## "Sticking to Our Knitting"



POSTER ADVERTISING is our "Little Red Wagon." Fifteen years' experience has built up in us a belief in the essential worth of this medium, that is as much a part of us as our heart and soul.

★ ★ ★

That, in a nutshell, is why we don't fool with that for which others are better equipped.

★ ★ ★

We believe in doing one thing well—so we "stick to our knitting."

★ ★ ★

Poster Advertising is our only business; and our entire organization is devoted to the single aim of delivering to the National Advertiser a Poster Advertising Service complete, comprehensive and all-efficient.

★ ★ ★

**POSTER ADVERTISING CO., Inc.**

511 Fifth Ave., New York

Peoples Gas Bldg., Chicago

Atlanta

Cincinnati

Cleveland

Milwaukee

Richmond

St. Louis

of his competitors, so should the community, as a business unit, know itself and its competitors. Self-analysis is often painful, but where defects or shortcomings exist in a community the community should be made to realize them in order that remedial measures may be instituted. Perhaps the hardest task of a civic sales department is that of convincing the people wherein the city is defective and where its best line of development lies. Many cities are chasing fallacious will-o'-the-wisps and leaving real opportunities undeveloped. Often the sales department, to maintain itself, will seek the pot of gold at the end of the rainbow with the "boosters" and shun the development of real possibilities because they are not popular.

#### SAINT PAUL SALES DEPARTMENT BUILT FROM THE BOTTOM

We in Saint Paul have managed to relegate the "booster" to a quiet place in the historical background of the city. We have built up a sales organization which is applying to the city and its product the same methods applied to a manufacturing plant and its product. To cite one instance of our method of procedure, I will mention our river transportation problem. We had a considerable body of our citizenship that harked back to the old days when transportation to Saint Paul was principally via the Mississippi River. These people clamored for an immediate revival of river transportation on the old scale. To those we said: "Let us first study its possibilities, and, finding them, let us next arrange to build proper terminals in Saint Paul, then encourage the proper development of docks at the termini of river-carried freight from Saint Paul; then arrange for the regular interchange of commodities which can profitably be carried on the river—and then we will put the whole force of our organization behind the movement." In other words, we were not interested simply in a news story which would not be followed by actual performance—we were interested

in the proper development of an important transportation facility. This process was necessarily slow, and the organization had to exert all of its power of resistance to keep from being swayed from its course and advertise river transportation on the strength of the fact that the Mississippi ran through the city. But now transportation on the Upper Mississippi is an accomplished fact. Saint Paul has its terminal facilities, and the city's sales department can truthfully advertise that facility.

Another illustration of the manner in which we have dealt with many fundamental problems in order to make the city product right and in order to make it salable was our study of our manufacturing facilities and requirements. We were not, however, content to make an industrial survey alone. As collateral studies we conducted a school survey, a housing survey, and a fire protection study. Each of these collateral surveys brought to light matters of vital importance to any industrial expansion. Each of these developed certain conditions which were unpleasant to some elements in the community, and their relation to the main theme—the industrial survey—was seriously questioned. But the sales department stood fast, for it could not have proceeded with its work of industrial promotion intelligently and honestly without a thorough knowledge of fundamental conditions and definite assurance that existing defects would be remedied.

In this manner every problem which comes within the scope of the city's sales department is subjected to careful analysis, not only in all of its inherent details, but in all of the correlated elements which bear upon the main problem. And only after such a sales analysis is the actual work of selling commenced. All claims made are kept within the limits of their most rigid interpretations, and no project is advanced which will not stand up under the most searching investigation. By these methods we have been able to

build a body of public confidence at home and abroad which has greatly strengthened our sales effort.

While promoting the best interests of Saint Paul by direct sales methods we have also built up a strong feeling of good will throughout the near Northwest—our logical trade territory—by utilizing every possible opportunity for disinterested service. This service is too varied to enumerate here, but examples of it are the rendering of assistance—financial and otherwise—to the several development associations of Minnesota and to highway and good roads associations; the operation of a service bureau which helps the out-of-town retail merchant in the solution of his increasingly complex problems; the operation of a civic-commercial service bureau through which our experience and facilities are brought to the solution of community development problems among the cities of the State and the Northwest; the organization and administration of the Ten Thousand Lakes of Minnesota Association, an organization comprising fifty of the principal communities of the state, which is carrying on a national advertising campaign in behalf of the summer playground districts of Minnesota. These and many other service measures have been effective means of Saint Paul's penetration in its trade territory. The results of such work, while not direct and immediately perceptible, count heavily for the city and gradually build up a strong trade structure on a permanent foundation.

Such work would not be possible were Saint Paul's sales department a dyed-in-the-wool "booster" organization. A year of quiet study and planning for one objective in a well-balanced scheme of development is far beyond the capabilities and inclinations of the "booster," but it is only by such analysis, plan, and ethical sales methods that sound development can be had.

The efficiency of the sales department of a city has been given

the acid test during these first fifteen months of the war. It has been my observation, and no doubt yours as well, that those cities which prior to the war had developed sales departments which enjoyed the full confidence and support of their citizens were most readily changed over to a war basis and have been most generous in their response to the nation's calls. We in Saint Paul believe that now and for a long time to come American cities will be measured not by the heights to which their buildings rise, but by the heights to which their peoples rise in service to the nation. We, therefore, have turned the full force of our sales organization toward the making of Saint Paul's contribution to the winning of the war such as will place it on the honor roll of American cities. And because of the habits of analysis, organization, careful planning and the resultant sureness of action we have been able to serve as the clearing house for all war projects and have been able to consummate each of these with gratifying results and with the satisfaction that a job has been well done in a high and noble cause.

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### J. F. MacKay Leaves Toronto "Globe"

J. F. MacKay, for the past fifteen years business manager and treasurer of the *Globe*, Toronto, has resigned and will shortly assume the position of treasurer of the Russell Motor Car Company, Toronto.

The Russell company is employing over 3,000 persons in Toronto and Buffalo in the manufacture of munitions. Not only will Mr. MacKay assist in this work but he will be a member of the board of directors of the Canada Cycle and Motor Company, Limited., Toronto, making bicycles and skates, and of the Machine and Stamping Company, another subsidiary making machine products.

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### F. H. Hossick Leaves Nash Motors

Fenn H. Hossick, assistant advertising manager of The Nash Motors Company, Kenosha, Wis., has resigned to take up special work with the Motor Equipment Section of the Ordnance Department.



What's Good Enough for **U**ncle Sam  
is Good Enough for **U**

**W**E USED to call it "ACME"; but so great has become the demand for our mimeograph paper for Government use and war service that we have changed the name to

## "ARMY" Mimeograph

As uniform as the clothes of a soldier. Toughened for service. Adaptable. Army Mimeograph is effective on the firing line from reveille to taps.

**THE WHITAKER PAPER COMPANY**  
CINCINNATI, OHIO

Birmingham Detroit Atlanta Richmond, Va.

BAY STATE DIVISION—BOSTON  
SMITH, DIXON DIVISION—BALTIMORE

New York Office—501 Fifth Ave.

Chicago Office—Continental &  
Commercial Bank Building







## The Least Costly Space In the World

Do you realize that Flexlume electrical advertising costs less per thousand circulation than any space you can buy—roughly a fifth of a cent per thousand? Where can you get good advertising at anything like that price?

You gladly pay the same rate for one agate line of newspaper space—just one agate line, one-fourteenth of an inch deep—and here you have a big, cheerful Flexlume Oplex sign, several square feet in size, telling your story to the street all of the twenty-four hours.

And still more, a Flexlume Oplex sign will do what no other form of advertising can do so well—tie your national advertising to the dealer's door. You can exactly reproduce your trade mark in Flexlume Oplex characters of raised, white glass, every line clean-cut, distinct, no broken outlines.

These same Flexlume Oplex characters of raised, white glass on a dark background make Flexlumes day signs as well as night signs—raised white on black, the strongest possible daytime combination.

*Won't you let us send you a sketch showing how your sign will look, or the Flexlume book "Twenty Four Hours a Day?"*

**The Flexlume Sign Co.,** ELECTRICAL ADVERTISING  
1436-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:  
Electrical Products Corp.  
941 W. 16th St., Los Angeles, Cal.

Canadian Distributors:  
The Flexlume Sign Co., Ltd.  
St. Catharines, Ont.

# Trucks Advertised as Everyman's Railroad

The Broad Idea of War-Time Transportation Is the Theme of the Federal Motor Truck Co.'s Campaign

By C. C. Casey

AT this time when everything has a "national needs" angle, the general public is being given opportunities it is not ordinarily invited in on.

A recent article in *PRINTERS' INK* told how the Oliver Plow Works has gone into the national weeklies with a plow and farm tractor story. The Cleveland Tractor also is being advertised in the national periodicals.

Neither of these products would ordinarily be considered to have a logical appeal in a national way—like clothes, or foodstuffs—but the advertisers are putting enough money into the campaigns to express confidence in their judgment.

Another campaign of especial interest along national lines is that of the Federal Motor Truck. National mediums are known to reach some business men, but advertisers generally do not consider them "all-velvet" circulation by any means for a business product. Certainly a very large proportion of the readers of almost any national magazine are far from prospective purchasers of heavy-duty motor trucks.

Trucks, however, as Federal advertising now suggests, have a national angle, an angle in which the public is interested and has a right to express itself.

This advertising is much broader than a simple appeal to prospective users. It is an appeal to the general public, so worded that it should interest anyone, whether prospective truck users or not.

For instance, Trinity county, California, taking an example from a recent ad, has no railroads. Weaverville, the county seat, is fifty-two miles from Redding, the nearest railroad town, and the motor truck has become the official railroad—for freight, ex-

press, parcels post, mail, passengers—everything.

Formerly, they say, it took an eight-horse stage team seven days to make the round trip. Now a five-ton motor truck makes a round trip in eleven hours, and the cost per trip is about one-fourth as much.

A full page in the national weeklies makes capital for motor truck transportation out of this one use of the truck. The advertisement shows the Weaverville terminus of the truck line (which looks like a small railroad station), a map with the truck route looking like a railroad, and a large illustration of a truck. The advertisement shows how the truck has become a *railroad* to the people of Weaverville.

"Weaverville," says the first paragraph of the advertisement, "was formerly three and a half days distant, by horse-drawn stage, from the nearest railroad. To-day Federals have brought this rugged remote mountain county closer to the United States."

## POINTING THE MORAL

This, the advertisement continues, visualizes the nationalizing influence of the motor truck. "The value of the sturdy economical truck, therefore, is not to be measured alone in terms of the profits you earn, the business you dispatch, the greater distance you cover. Its value must also be measured in terms of human advancement and national growth."

The point is that the motor truck has ceased to be merely a convenience to the business man, in delivering goods to buyers, or even in picking up his own heavy purchases, or in loading or unloading freight in switch yards.

The truck has become a track-

less railroad, and, therefore, now is a quasi-public institution. It is "transportation," so elastic that it can go anywhere.

Those readers who read Federal truck advertising as it is being used this year cannot very well help expecting more public transportation service than the

where there are many railroads.

Federal advertising has as its immediate object, to make "Federal" mean motor trucks—a synonym for trackless transportation.

The appeal, though, is much broader, showing what trucks have done and are doing and can do as a nationalizing force. The

whole campaign has been built around the idea of the nation's needs, as met by the motor truck. It is a well known fact that motor truck makers are pretty busy now on Government orders, but Federal has not for that reason neglected to go to other prospects with a message of the needs of the nation on the commercial end.

Another Federal ad shows how the truck is taking upon itself the task of being a railroad to the lumber camp, to the oil well, to coal, iron, lead, zinc and other kinds of mines and to farmers who cannot be expected to have really efficient railroad transportation near enough to be of maximum value to them.

The "fleet footed" passenger car is doing equally marvelous things for the

farmer, for the lumber man, for the oil man, for the miner and for the thousands of country towns which have no railroads, even in this country of unequalled railroad development.

Automobile advertisers, however, have not seized upon these instances of "rubber-tired transportation as a national force," and have suffered a reduction of output by order of the Government. They have continued to advertise "luxury" and "pleasure,"



## The County The Railroads Forgot -

**WEAVERVILLE**, the county seat of Trinity County, California, was formerly three and a half days distant, by horse-drawn stage, from the nearest railroad. Today, Federals have brought this rugged, remote mountain county closer to the United States.

That is the real significance of the "Federalized" stage from Redding to Weaverville. It visualizes tangibly the great nationalizing influence of the Motor Truck.

The value of the sturdy, economical Federal, therefore, is not to be measured alone in terms of the profits you earn, the business you dispatch, the greater distance you cover. Its value must also be measured in terms of human advancement and national growth.

Write for Federal "Traffic News."

Federal Motor Truck Co., Detroit, Mich.



# FEDERAL

One to Five Ton Capacities



TO TEACH THE NEW UTILITY OF THE MOTOR TRUCK

railroads are able to give. If it should be announced that coal supplies are short, for instance, advertising readers are going to wonder if the "new transportation" is being used to the full.

Motor trucks now carry, with trailers, ten to fifteen tons or more of coal, and country roads are not much congested ordinarily; and if trucks can "be a whole railroad" to a California town, the public is apt to expect them to relieve traffic congestion

"When we purchased our first two Model 27 Federals, to put on the Redding-Weaverville run, the people in that community and the freighters on the road, knowing the conditions, ridiculed the idea of using motor trucks on it. It is a fact that the roads did look impossible for motor trucks, as there are thirty percent grades, right angle turns, narrow places.

"We have the road company between Redding, Shasta County, and Weaverville, Trinity County. The road must give the year round, and no common are completed. There is no railroad in Trinity County, and it is said that there are children there fifteen years of age that have never seen a railroad vehicle. There are very few roads there, most of the transportation being over trails. Mail includes parcel post, and parcel post includes everything.

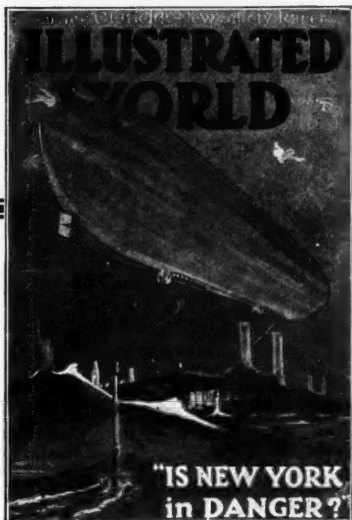
"It takes an eight hour bus drive to make the round trip from Redding to Weaverville, leaving five hours one way, and it costs at least \$10.00 per day to haul the loads, and it is a fact that a driver, making a round of mail, expenses for carrying the loads the distance, which is fifty miles.

"With our five ton Model 27 Federal, on either the round trip in eleven hours and we loaded both ways. Our costs are \$1.00 for gasoline, \$2.00 for truck tires, five gallons of gasoline at \$2.25 or \$2.50 for gasoline, and five dollars for depreciation, making a total of \$12.00 for the trip.

"We can now make this impossible road all last winter, and they never failed us."

Redding, Weaverville Stage Co.

This is number four of a series of advertisements which should convince you of the importance of Illustrated World as an advertising medium.



Number five of this series will appear in next week's PRINTERS' INK. Watch for it.

## ECONOMY

In these war-times patriotic economy demands that every dollar expended in advertising, as in other things, be made to work its hardest.

ILLUSTRATED WORLD offers you the opportunity to make 96c do the work of a dollar and a quarter or more.

At \$125.00 per page you can reach 130,000 of the liveliest, most responsive magazine readers to be found anywhere in this country. Circulation guaranteed by A. B. C. Audit.

### NEW WORLD WAR ATLAS

*containing large scale maps of all battle fronts.  
It should be on every advertising man's desk.  
Ask for your copy. It's free to executives.*

## Illustrated World

Publication Office:  
58th Street and Drexel Avenue  
Chicago, Ill.

Eastern Advertising Office:  
381 Fourth Avenue,  
New York City

STILL  
**GOING UP!**

The Net Paid Circulation of the  
 Daily and Sunday Editions of

**The Birmingham News**

The South's Greatest Newspaper

for the Month of June, 1918  
 was:

**Daily - - - - 48,396**

**Sunday - - - 53,795**

and it is Steadily Climbing

The NET PAID Circulation of The Birmingham News  
 for June, 1917, was

**Daily 41,046                      Sunday 45,316**

A GAIN in one year of more than 7,500 for the Daily  
 News and more than 8,000 for the Sunday News

No Voting Contests      No Premiums      No Coupons  
 No Artificial Stimulus of Any Kind

**JUST PLAIN MERIT**

Advertisers Can Dominate Birmingham AT ONE  
COST—By Concentrating In The News

**Kelly-Smith Company**

220 Fifth Avenue, N. Y.    Foreign Representatives    Lytton Bldg., Chicago  
 Member Audit Bureau of Circulations

the face of gigantic national transportation needs.

Another instance where the Federal is driving home its lesson is an advertisement headed "Helping Save Foodstuffs for the Nation's Fighters."

"The summons of the country goes forth—save the meat—wheat—fats for the fighter. Give the fruits and vegetables grown at home a more important place on your table.

"Here again the motor truck helps vitally in response to America's needs. Farmers, gardeners, truck growers far from the city markets bring their products fresh and early to the stalls. They return with less time lost on the road, able to give more attention to increasing and improving their produce.

"This is still another service trucks are rendering our country in war, none the less patriotic, we hope, because it is also profitable to the growers and beneficial to their customers."

Still another ad, the one now running in national periodicals, features the work of the truck at the neck of the great traffic bottle—St. Louis. The bulk of all freight going west, particularly to the Southwest, goes through St. Louis, and the city has come to be known as "The Gateway to the West." The same, of course, applies eastward, from the West.

The St. Louis terminal problem has always been a serious one, and since the war it has been worse.

Motor trucks, the ad says, "have found their place amid the roaring babel of the mammoth terminal freight sheds. Necessary regulation abolished the convenient 'trap' car that collected and distributed locally on both sides of the Mississippi."

This tangled traffic all the more and made trucks essential.

"Unfettered by rails, they are more than supplanting the banned trap car. Wherever business requires and a road leads, they are going.

"In the great commission dis-

tricts, over the bridges, at the packing houses—for wholesaler, manufacturer, shipper—they are doing their part toward keeping the flow of traffic unimpeded through the bottle neck.

"Every city has its terminal problem. In every city trucks are helping to meet the situation."

The first ad in the series this year boldly places the truck with the leading railroads.

The illustration shows a motor truck as the essential feature with fifteen or more trade-marks of the best known railroads in the background. The headline puts the truck "Among the Builders of the Nation."

"Transportation," the first paragraph of copy says, "has made America. Her future still hinges upon it. Motor truck haulage has taken its place among the great mediums of transportation.

"Where the rails end, Federal trucks assume the burden. They bring the freight station to the remotest farm, factory, lumber camp or mine. They make possible the broader expansion of city, suburb, country-side by wiping out the obstacles of time and distance that formerly existed between them. Wherever a road leads, Federals go. Often their broad tread across the prairie is the first sign of a new channel of commerce."

#### NATIONAL SERVICE MAY BE TALKING POINT IN OTHER FIELDS

Many other advertised products are really very important and deserve close tie-up with present national interests. The Government needs the information in its decisions toward the slowing up of non-essentials and the expansion of lines needed. Not that the Government is going to take every industry entirely at the face value of its advertising claims, nor that the advertising will determine the extent to which an industry is essential; rather, it is the general public point of view, more than the claims of the advertiser, which determines the need for any commodity.

There never was a greater need

in this country for transportation than now, and automobiles probably have a very great ability, taken in the aggregate, to meet the great transportation need of the nation, but this big selling feature has been advertising almost not at all. In fact, the new Federal Motor Truck campaign is almost the first real campaign along this line in this great industry.

Automobiles have been advertised largely either as a "perfect mechanical device" or as a luxury, and the many millions of dollars which have been spent in advertising automobiles has served only to leave a definite popular impression that the automobile is at least partially a non-essential; production has now been cut approximately one third by the nation itself.

The point of this, in connection with the new Federal campaign will be obvious to most advertising men:

Advertising does more than merely sell a product; it puts the product into use, and everything in the way of merchandise becomes of public interest in the exact ratio of its general use.

The general public, the city business man and woman, the school teacher, the preacher, the politician, may not for instance buy one farm tractor or Oliver plow to the million of such population, so far as the actual signing of orders is concerned. But the public, as represented by individuals of this kind, does buy a lot of tractors and plows and trucks to the extent that their interests are so much at stake that they wield a great influence toward the placing of orders.

### Two Added to United Advertising Corporation

Frederick Drowns, at one time advertising manager for George P. Ide & Company, Troy, N. Y., and also for the President Suspender Company, Shirley, Mass., has joined the National Sales Department of the United Advertising Corporation, New York.

This company has also added to its staff A. H. Gauss, formerly engaged in street-car advertising.

### American Exporters Advertising More Than Ever

"AMERICAN EXPORTER"

NEW YORK, June 20, 1918.

Editor of PRINTERS' INK:

That the German imagination is still working overtime is shown by your reprint in your June 6 issue of articles from the *Berliner Tageblatt* and the *Berlin Local Anzeiger*. This latest inspiration is obviously to delude the business men of Germany with the purely fictitious statement that American business men have abandoned advertising their goods in practically all foreign markets.

This statement is unqualifiedly false. Instead of abandoning their advertising in foreign markets, American business men are advertising more extensively for foreign business than they ever did before.

In the past year American publications devoted to export circulation and export trade, having in all eleven different editions in various languages, carried the largest volume of business in their history, and showed an increase in advertising pages of 13½ per cent over 1917.

The German claim is also false as regards advertising in local papers published in foreign countries.

An examination of representative publications published in foreign countries shows that the number of American advertisers since the United States entered the war has increased 11 per cent over the number using those publications prior to our entering the war.

The wish is father to the thought when the Germans claim that Americans are discontinuing their advertising for foreign business. The contrast between Germany's foreign trade, which has been ruined by the war, and American foreign trade, which, despite the submarines, despite our own war efforts, and despite the shipping situation, is greater today with all neutral markets other than those contiguous to Germany than it ever was before—is, of course, a bitter pill both to the German government and the German people. Our exports to Latin America for the year ending April were larger than for the same period a year ago, and this is true as well of our exports to Asia, Oceania and Africa.

EDWIN C. JOHNSTON,  
Publisher.

### Changes in Butler's Advertising Department

Since the elevation of Frank S. Cunningham, advertising and sales director of Butler Brothers to the presidency of that concern, the operation of the concern's central advertising department at Chicago has been placed in charge of Charles McCue, Herbert C. Follett and E. T. Hatfield. Mr. McCue, who will direct the production of Butler Brothers' catalogue, has been with the firm more than thirty years.



# FIRST In Cleveland!

The Plain Dealer Is Now—

First in volume of advertising;

First in amount of space devoted to news and features;

First in number of separate advertisements;

First with the latest and best war news and specials;

First in classified advertising;

First in features and comics;

First in National advertising;

First in reader confidence and home influence.

Net Paid Circulation for the  
Month of June:

Daily

In Excess of

185,000

Sunday

In Excess of

208,000

## The Plain Dealer

First Newspaper of Cleveland, Sixth City

Eastern Representative  
JOHN B. WOODWARD  
Times Building, NEW YORK

Western Representative  
JOHN GLASS  
CHICAGO, Peoples Gas Building

# Impulse and

are closely associated in the book-selling ability of the Wednesday

That is why so many publishers regard the Book Page as the best book-handling lineage.

Here is a record of announcements from book publishers and booksellers for the figures the supremacy of The Daily News Wednesday Book Page over ALL others.

	The Daily News 6 days agate lines	The Tribune 7 days agate lines	The Herald 7 days agate lines	The Post Examiner 6 days agate lines	Herald and Examiner 7 days agate lines
Henry Altemus Co.....	15	.....	.....	.....	.....
D. Appleton & Co.....	2,388	1,936	614	485	99
Arc Publishing Company.....	47	60	33	125	53
Baker & Taylor.....	2,931	.....	.....	.....	.....
Geo. Banta Pub. Company.....	.....	57	.....	.....	.....
The Bobbs-Merrill Company.....	3,302	2,749	2,143	709	.....
Boni & Liveright.....	165	361	104	104	.....
The Book House.....	.....	.....	.....	65	.....
Carson Publishing Company.....	1,931	404	1,012	1,187	.....
The Century Company.....	1,204	1,559	670	651	.....
The Children's Book Shop.....	.....	.....	.....	329	16
Cross Reference Bible Co.....	102	122	149	.....	.....
Cupples & Leon Co.....	130	63	.....	137	.....
Davis Printing Works.....	116	219	428	86	.....
Dodd, Mead & Co.....	954	474	.....	223	.....
Dodge Pub. Company.....	229	230	.....	.....	.....
George H. Doran Company.....	1,852	2,116	358	506	.....
Doubleday, Page & Co.....	1,355	1,123	551	846	.....
Duffield & Co.....	.....	50	.....	52	.....
E. M. Dunbar.....	40	.....	.....	.....	.....
E. P. Dutton & Co.....	3,766	2,325	2,513	4,110	51
Philip Goodman & Company.....	107	29	.....	.....	.....
Hall & McCreary.....	215	.....	.....	.....	.....
Harper & Bros.....	2,066	653	.....	78	.....
Harper & Bros. (Subscription book ads in Sunday Rotogravure Magazine).....	.....	2,475	.....	.....	.....
Henry Holt & Company.....	488	31	126	152	72
Houghton-Mifflin Company.....	1,482	1,497	568	925	.....
Iconoclast Pub. Co.....	.....	.....	.....	43	133
Snyder J. King.....	.....	.....	.....	572	.....
Alfred A. Knopf.....	54	53	.....	56	.....
Laird & Lee.....	57	64	.....	.....	47
The John Lane Company.....	1,117	1,191	92	487	.....
J. B. Lippincott & Company.....	244	162	273	557	160
Little, Brown & Company.....	552	1,445	361	261	63
Lothrop, Lee & Shepard Co.....	.....	.....	63	.....	.....

HENRY BLACKMAN & Co., Ltd.

# THE DAILY

FIRST INCH

# 2nd Action

of the Wednesday Book Page of The Chicago Daily News.

book exchanging medium in the Middle West, and support their opinion with

seller for the six months ending June 30, 1918. It shows in unmistakable  
ge of ALL other Chicago newspapers, morning or evening, daily or Sunday:

	The Daily News 6 days agate lines	The Tribune 7 days agate lines	The Herald 7 days agate lines	The Post Examiner 6 days agate lines	Herald and 7 days agate lines
The Macauley Company .....	117	117	117	117	117
The MacMillan Company .....	1,098	1,928	406	3,508	.....
Marshall-Jones Company .....	46	47	.....	102	.....
Robt. M. McBride Company .....	165	248	.....	163	.....
A. C. McClurg & Co. ....	5,518	5,506	4,930	4,274	590
Methodist Book Concern .....	.....	.....	.....	91	.....
Moffat, Yard & Co. ....	58	164	357	42	68
Mudie's Library .....	.....	402	.....	.....	.....
New Library, Incorporated .....	102	.....	.....	.....	.....
Open Court Publishing Company .....	144	373	269	.....	.....
Oxford University Press .....	631	280	.....	87	.....
Parlette-Pudgett Company .....	.....	114	.....	.....	.....
Pelton Publishing Company .....	.....	495	.....	.....	.....
Pilgrim Press Book Shop .....	16	16	137	.....	.....
Purdy Publishing Co. ....	.....	.....	17	.....	.....
Publishing Bureau .....	.....	13	.....	.....	.....
G. P. Putnam's Sons .....	3,832	1,868	1,572	2,674	.....
Rapid Speller Co. ....	10	.....	.....	.....	.....
Reilly & Britton .....	379	807	1,005	667	.....
Fleming H. Revell Company .....	309	126	318	182	.....
W. B. Saunders Company .....	.....	176	.....	.....	.....
Charles Scribner's Sons .....	3,671	2,251	304	464	68
George Scully & Co. ....	.....	126	129	130	.....
Small, Maynard & Co. ....	142	146	.....	.....	.....
Frederick A. Stokes & Co. ....	717	81	114	433	.....
Stanton & Van Vliet Co. ....	.....	156	.....	.....	.....
P. F. Volland & Co. ....	996	857	.....	.....	.....
W. J. Watt & Co. ....	87	87	86	.....	.....
Jno. C. Winston & Co. ....	.....	262	212	.....	.....
Marshall Field & Co. ....	965	1,410	1,312	1,667	243
Carson, Pirie, Scott & Co. ....	1,437	1,556	304	840	533
The Fair .....	2,007	348	.....	44	51
The Boston Store .....	734	381	242	.....	236
Rothschild & Co. ....	450	27	.....	.....	.....
Siegel, Cooper & Co. ....	103	16	.....	.....	.....
Total Agate Lines .....	50,527	41,812	21,672	28,114	2,485

ANAL, Literary Editor

ILY NEWS  
INCHICAGO

**WE** ANNOUNCE the appointment of Mr. E. P. Boyce as Manager of the Advertising Department in the Eastern Territory, and Mr. R. E. Truax as Manager of the Advertising Department in the Western Territory.

**WE** REGRETFULLY announce the resignation of Mr. S. Keith Evans as Advertising Director, and Mr. Fred A. Berry as Western Advertising Manager.

THE GEORGE E. COOK COMPANY  
Publishers of The Mother's Magazine  
95 MADISON AVENUE - NEW YORK CITY

Western Office  
Peoples Gas Building  
Chicago, Illinois

# Suggestions for Loyal Firms with German Names

If They Can't Cure the Name, They Can Relieve Suspicion with Proper Advertising

By H. Varley

THERE is bound to be a tremendous revulsion of feeling against German-made products as we suffer more from the effects of war. Personal loss will bring with it a keener resentment which can only find its outlet in opposing the visible, tangible evidences of the enemy—the products he would sell to us. Mrs. Jones does not use German-made goods now because the Germans have cut off the hands of babies, have murdered women and committed nameless crimes. But when she reads the name of James Jones in the casualty lists—her own Jimmy—there will come into her soul a bitterness, a hatred of everything tainted with Germanism that will live as long as life itself.

This feeling is noticeable now, but it is more of a surface opposition than one which has penetrated far into our individual, commercial or national systems. But the time is coming when it will strike deeply into the very marrow of our bones and *then* is the time when reason and judgment are likely to be unseated.

By all means cast out German products into the uttermost darkness if this be your conviction of what should be done. Damn them to your heart's content, but be sure that when your fingers close around the throats of your victims that pure, undiluted foreign gutturals are emitted from the bluing lips and not good American protests from tongues as undefiled as yours or mine with the slightest taint of Germanism.

Here is an actual example of what is likely to happen. A representative of a printing house was soliciting business from a Government department. In order to figure the cost of a piece

of printed matter, he took out a pencil which bore a name which is distinctly German looking and sounding. Immediately it was snatched from his hand, and a second one from his pocket.

"Why on earth are you using those German pencils? Don't you know that the Government has taken over their factory? Here—take these—" and a couple of pencils were given to him in exchange. They had a name which in England is almost as common as Smith and Robinson.

"I never thought of them being German-made. They're good pencils and I've always used them, but of course I'll never use another," said the printing salesman, and thanked the Government employee for calling his attention to his laxity.

It was all in the name. Yet the supreme head of that employee's department, a man who is so far above him that he couldn't see him with a telescope, a man whose intense patriotism and Americanism has never been subjected to the slightest shadow of a doubt—is named Schwab.

## ADVERTISING COULD HAVE SAVED FIRM'S REPUTATION

And the facts! That German-named pencil was made in the oldest pencil factory in America. It had its beginning seventy years ago. Every cent of stock in the company is, and has been, American owned, and the present heads are the second generation of the founder and all American born and educated. It is a company whose products are known in every civilized country in the world and its story is exactly typical of hundreds of others in American industry. The Government employee who denounced

this pencil was sincere, earnest; but either misinformed or confused. It is true that a firm with the same surname was enemy-owned and has been taken over by the Government. It is this basis of apparent fact that makes a false impression so difficult to arrest—almost impossible to kill entirely.

What can such a company do to offset the malicious or careless smirching of its name? There is but one thing. Tell the world its story. Let everybody know that the name is nothing if the heart be pure; that because accident of birth in a previous generation gave them a name which, unfortunately, can be associated with a much detested nation, it does not follow that their loyalty to their father's chosen country is any the less.

"Why not change the name?" somebody asks. Personally, we should like to see every German name Americanized. We don't like the looks or the sound of 'em. But common-sense says that for a firm to change a name seventy years old would involve too great an effort, and would react against the firm's individual success which, in turn, would affect in some degree the general industrial success of the country itself. Anyway, who would dream of asking Schwab to change his name?

No! The only thing to do for genuine American firms with horrible German names is to advertise the real facts to prevent false impressions being formed, to kill such opposing propaganda and succeed in spite of the name with which the fates have tagged them.

And for us—when we are doing our righteous darndest to eliminate the Hun-made goods; when we are chasing around madly to catch the enemy of our industrial world, let us be careful, lest like the puppy, we bite off our own tails.

Henry Haas, of the staff of Dippy & Aitkin, Philadelphia, has entered the Service in the United States Coast Guards.

## Two House-Organs With a Patriotic Mission

House-organs that are designed primarily to cement the ties between company workers in Government service and those remaining in the factories have just begun publication by the American Chain Company, Inc., Bridgeport, Conn., and the Barrett Company, New York.

The former is called "Connecting Links" and is to be published monthly, says J. O. Lashar, of the company's advertising department, "for the duration of the war as a bond of good cheer and sympathy between the members of the company's family 'Over There' and 'Over Here,' who have all pledged themselves to *put the Kaiser in Chains.*" Some of the departments covered in the first issue are Liberty Loans, Thrift Stamps, Red Cross, "Flashes from the Front" and news of a personal nature from the company's various factories that would be sure to interest the men who have left to join the Service.

The new Barrett publication is called the "Barrett Trail." It has a military flavor throughout. On the cover the president, William Hamlin Childs, is quoted as saying "The First Business of the Barrett Company Is to Help Win This War." In text and illustrations the matter seems to be especially appropriate in carrying on the mission of the house-organ—to increase loyalty to company and loyalty to country.

## Advertising for Sixty Sunday Night Meetings

Advertising proved an important factor in the recent inauguration of some sixty Sunday night patriotic meetings in Chicago under the auspices of the Inter-Church War Work Committee in co-operation with the State Council of Defense, and the Chicago Sunday Evening Club.

Fifteen important centers throughout the city were chosen for these meetings. The meetings were held on four consecutive Sunday nights and were addressed by noted speakers. A count of the attendance was kept and in all 60,000 people attended.

W. Frank McClure, member of the board of directors of the Advertising Association of Chicago, who inaugurated the first Church Advertising Conference held in Chicago three years ago, was chairman in charge of these meetings.

Advertising space was used in the newspapers. The moving-picture houses in each community ran slides announcing the meetings. Large painted signs were placed on each meeting place throughout the week.

Another series of meetings is being planned for next fall. More extensive advertising plans are under way, and it is probable that advertising space on the elevated platforms will be used in addition to the mediums outlined above.

# The Cost of Space in Newspaper Campaigns

What Can Be Done with Moderate Sums—Merchandising the Sale of Newspaper Space

By William H. Rankin

President William H. Rankin Co., Chicago, and Chairman of the Newspaper Division, American Association of Advertising Agents

Address before San Francisco Convention, A. A. C. of W.

THE volume of newspaper advertising will be increased as those who sell advertising and those who use it learn more about its value. The local advertisers—department stores and purely local producers and dealers—know its value and economy. Lots of them, however, in my estimation, do not know its full value, but simply use their local newspapers because they have no other way of reaching the people and feel that they must advertise.

Too many advertisers look at the cost per page or per insertion, and never get far enough along to analyze what they buy when they buy newspaper space. Generally they conclude: "Newspaper advertising is expensive. If we have to use it, let's use it sparingly."

There are exceptions to this. These exceptions are the most successful business men in any community, and the most successful distributors of nationally known products.

The department stores know what newspaper space is worth to them, and that is why you see them using full pages and double pages right along. They know that the impressiveness of a full page compared to small space is just the difference between a public meeting and an individual visit.

Recently I had the opportunity to analyze the cost of newspaper advertising for one of the big governmental departments in Washington. I have always felt that I was fairly well posted on what newspaper space means, and have always sold it enthusiastically—but I was surprised at the facts

and figures and the sales points the analysis brought out. I found that a quarter page in every newspaper in the country—dailies, weeklies, bi-weeklies and tri-weeklies, could be bought for less than \$200,000. This gives a circulation of over 46,000,000—or about two copies to every home in the whole United States.

Think that over. This means reaching 92,000,000 homes twice with every dollar spent, or a cost of seven-tenths of a cent for carrying your message twice to every home in the land.

Here are some more vitally interesting figures:

I found the advertising rate in newspapers like the *Chicago Daily News*, \$1,200; the *Chicago Sunday Tribune*, \$971.29, and the *New York Times*, \$829.12, and per page per home delivery—*Chicago News*, less than three-tenths of a cent; *Chicago Sunday Tribune*, 159 thousandths of a cent, and the *New York Times*, 201 thousandths of a cent.

## ECONOMY IN THIS SERVICE

I found that these newspapers pay their delivery boys more for delivering each paper into a home than they charge the advertiser for furnishing the white paper, setting the type and printing and delivering the advertiser's full page into each home. That if the advertiser should attempt to print a one-page advertising dodger the white paper alone would cost almost as much as the newspapers charge for a full page advertisement in a newspaper that the publishers pay thousands of dollars per day to the best editorial news writers and war correspondents—to edit.



Take for instance the Chicago *Daily News*: Victor F. Lawson has spent forty years of his life building up the prestige, character and standing of the *News*—as a result over 400,000 families in the city of Chicago take the *Daily News* because of its dependability and because they know they can believe what they read in both the news and the advertising columns of the *News*.

Mr. Lawson has spent over \$25,000,000 in building the Chicago *Daily News*, and has gained the confidence of the *News* readers—and yet every advertiser who uses the *News* can buy that goodwill for his product when he advertises in the *Daily News*—all he has to pay for is the space, the white paper, the printing, and the delivery of his page is less than three-tenths of a cent per page per home.

Can you imagine anywhere you can get as much for so little money?—and what is true of the *News* is true of the San Francisco *Examiner*, *Bulletin*, *Call*, *News* and *Chronicle*, and of nearly every newspaper in the United States.

But how many of us have used these arguments to help us increase the volume of newspaper advertising?

It took the war to bring out forcibly to the Government, the business man, the banker and the advertiser the full value, force and dominance of the full page ad in the daily newspaper.

There have been more full page advertisements in newspapers during the past year than any previous three years—used to promote the Red Cross, the Liberty Loans, the Y. M. C. A., Smileage, K. of C., W. S. S. and every war activity.

Frank R. Wilson, advertising director of the Liberty Loan, Washington, has just sent out a letter from which I quote:

"Display advertising space contributed by merchants and publications throughout the United States has become one of the most important avenues for

the dissemination of Government appeals to buy Liberty Bonds.

"During the first, second and third Liberty Loan campaigns these contributions of advertising space amounted to millions of dollars. Practically every publication in the United States carried many of these advertisements urging the people to buy bonds."

This is certainly a strong endorsement of what advertising men at the St. Louis convention have done at that.

#### CHICAGO'S RED CROSS RECORD AN ENVIABLE ONE

I had the great privilege to tell you of the pioneer Red Cross campaign and to exhibit the forty-two full pages that made it possible for Chicago to increase its Red Cross memberships from 17,000 to 416,000 in four weeks' time. The total cost for all expenses was 7½ cents per member—compared with the best previous record (made without newspaper advertising) of 16 cents per member; thus proving for all time to come that advertising is an economy and not an expense when properly used, and that advertising lowers the cost of distribution.

You will remember too, that your newspaper men took this same plan and used it in nearly every city and town in the United States—to awaken your people to their responsibilities in this war and to show them why they should buy Liberty Bonds, support the Red Cross, Y. M. C. A., W. S. S., K. of C., etc., etc. As a result of that great convention in St. Louis over \$5,000,000 worth of newspaper advertising has been bought and paid for by business men, bankers and others and at least a like amount has been bought and paid for by the same patriotic business men in magazines, farm papers, trade papers, billboard and painted signs.

These men realized the necessity to the Government of dominant advertising and because of their faith and confidence in advertising they went down into their own pockets and paid cash

# FIRST IN GROWTH

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In six months of 1918  
The New York Times  
published 6,645,528  
agate lines of advertis-  
ing, a gain of 508,617  
agate lines over the  
corresponding period  
of last year—a greater  
increase than any other  
New York newspaper.

THE STERLING ENGRAVING CO.  
SALUTES

# PRINTERS' INK

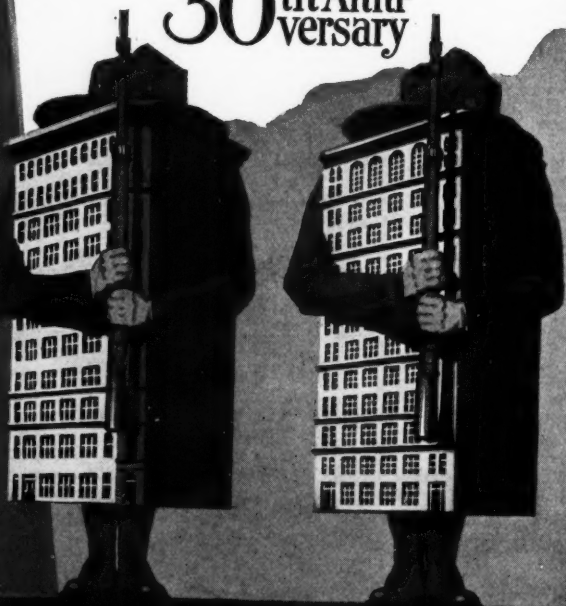
Registered U.S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

Vol. CIV No.3

New York, JULY 18, 1918.

Price 10c.

on its  
**30<sup>th</sup> Anniversary**



DOWNTOWN 200 WILLIAM ST. UPTOWN 1014 AVE. & 36TH ST.

THE STERLING ENGRAVING CO., N.Y.

for this advertising space and cheerfully did so for their country to help *win the war*.

And to the members of the Associated Advertising Clubs of the World belongs the credit for making these men realize the great value of full page newspaper advertisements to mold public opinion and bring about results and sales never before realized in all the world's history. To show you the small cost for the results obtained I quote from the *Washington Star*:

"Only 65/1000 of 1 per cent was the Percentage of Cost of Advertising.

"\$23,050,550 worth of bonds were sold. \$20,000,000 was Washington's maximum allotment.

"\$3,050,550 was the amount Washington exceeded its allotment; 84,388 were individual subscribers.

"\$15,000 was the total amount spent for advertising.

"Newspaper advertising is the dynamic force that helped the bankers and business men of Washington make the Second Liberty Loan a tremendous success. This was only made possible by the wonderful work done by the Liberty Loan Committee of Washington and the hundred or more volunteer speakers and workers drawn from Washington's splendid citizens."

In Chicago the Second Liberty Loan advertising was financed by leading business men who voted not to have their names mentioned in the advertising, and \$85,000 was raised by a committee headed by Henry Schott, vice-president of Montgomery Ward & Co., and here is how it was spent and the results:

"In Chicago we sold over \$177,000,000 to 239,500 people at an advertising cost of 27/1000th of 1 per cent or 2.7 cents per \$100 bond sold, Chicago having the advantage over Washington because of our many advertising campaigns. Over one-fifth of the total subscribers to Liberty Bonds were from the Chicago district; 1,950,000 out of a total of 9,500,000. There are twelve Federal Reserve districts.

"Costs of advertising in some of the cities per \$100 bond sold were as follows: Muncie, Ind., 2.4 cents; Chicago, 2.7 cents; Saginaw, Mich., 2.7 cents; Davenport, Iowa, 2.9 cents; Utica, N. Y., 3.9 cents; Clinton, Iowa, 5.4 cents; Adrian, Mich., 5.5 cents; Columbus, Ohio, 6.8 cents."

There should be a movement set on foot here to promote the idea of raising a War Chest fund in each city and state to take care of the advertising for all war activity, and I know this would meet with the approval of business men. During the last Red Cross drive one of our big-hearted Chicago business men paid for the entire expense of newspaper advertising and supplementary work—\$50,000, and that man's name is William Wrigley, Jr., one of the world's greatest advertisers and one that knows the value of newspaper advertising.

#### CAN BE APPLIED COMMERCIALLY

Some day we advertising men and newspaper men will use these same big ideas and big space in newspapers for popularizing advertised products, and when we do the advertising in newspapers will increase tenfold and the advertisers themselves will value newspaper space and use it as a sales force just as the Government is now doing.

There will be more full-page ads from the foreign advertising field, and more satisfied users of newspaper space.

And we can do this better if there is more team work—less knocking the other fellow's paper.

More confidence in each other and more care in the spending of the advertisers' money—to see that the advertiser's goods are in nearly every available distributing outlet—and the advertising can be used to help secure this distribution prior to the appearance of the advertising.

In other words—the advertising must be merchandized and sold to the manufacturer's salesmen and to the wholesaler and the retailer—just as it has been done to the

salesmen who have sold Liberty Bonds.

To answer directly the question, How to Increase the Volume of Newspaper Advertising Now? I would say:

1st—Divide the country into twelve districts, just as the Liberty Loan has divided the country into twelve Federal Reserve districts.

2nd—Have a newspaper chairman and Promotion Committee in charge of each district.

3rd—Have these men report to the Bureau of Advertising of the A. N. P. A. This bureau is certainly doing good work for the newspaper and can do even better if more newspapers support it. The newspapers are fortunate in having men of the business calibre of Wm. A. Thomson and Thos. H. Moore to direct this bureau.

4th—Prepare campaigns based on expenditures from \$10,000, \$20,000, \$50,000 and \$100,000 in each district. Let advertisers know how many thousands of people they can reach and how often for less than the price of any other medium.

5th—The zone system should work out to the advantage of newspapers—I mean freight zone—and manufacturers in each district should be educated to build up their businesses to the maximum in their own district now and thus relieve the freight and passenger traffic congestion.

6th—Find out what products the Government wants to have sold. Just now "Use More Milk" is the slogan of the Food Administration, therefore there should be more milk advertising—fresh and canned milk. Vegetable oils should and are being advertised to take the place of lard with the approval of the Food Department.

7th—Another way to increase advertising just now is to have the produce dealers advertise fruits and vegetables that are plentiful in each locality, so that the people will buy local products and not make it necessary for farmers to ship their produce and fruit by freight or express. You can read-

ily see how this will help the railroad situation just now.

8th—Combination advertising campaign based on the same plan that has been so successful for the Red Cross and Liberty Loan may be extended to insurance companies, real estate, bankers, grocers, bakers, dairymen, laundries and hundreds of other lines of business which have not yet "let the people know" all about their business.

And to you salesmen of advertising I will give my War Thrift Message to Salesmen and Advertisers, which, if followed, will help you increase the volume of space which you sell—day by day.

#### THE SALESMAN'S THRIFT

Keep Busy!

That's the power behind every success.

Let's make more calls a day. Let's write more sales a day.

Let's put more honest effort into every call and every sale.

Then we'll sell in one day what we used to sell in two.

That is thrift.

Thrift of time—the salesmen's thrift.

Time is all valuable, the most precious thing we have. We have abundant time, but only if we conserve it. Spend it carefully. Make each hour, each minute count. Make it count for ourselves, for our employers, and for our country.

If we conserve time, we shall be helping ourselves and our families; we shall be helping business; we shall be helping to win the war, and preserve humanity.

So work! And keep on working. Work moves mountains. Work makes the impossible possible.

Work with your customers. This is team work. Help them breathe your spirit of work into their organizations. Help them make their workers time-thrifty. Show them by example the benefits of constructive, not destructive, work.

Therefore don't knock anybody.

(Continued on page 69)

# St. Louis Star Surpasses Its Best Pre-War Record

In marked contrast to other metropolitan American newspapers which have sustained heavy advertising losses during the past six months, the *St. Louis Star* enjoys the distinction of being the *only daily in its field* to show advertising *gains* during this period.

The following figures show the total paid advertising published by the Star from January to June, inclusive, 1917 and 1918:

Total lines paid advertising, first six months.....	<b>1917</b> .....	<b>2,283,132</b>
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Total lines paid advertising, first six months.....	<b>1918</b> .....	<b>2,322,912</b>
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<b>Net Gain</b>	Agate Lines	<b>39,780</b>
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In Local or Home Merchants Advertising the Star shows a still greater gain, as indicated by the figures below:

Total lines paid Local Advertising first six months...	<b>1917</b> .....	<b>1,452,177</b>
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Total lines paid Local Advertising first six months..	<b>1918</b> .....	<b>1,562,832</b>
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<b>Net Gain</b>	Agate Lines	<b>110,655</b>
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<b>Daily Average Circulation</b>	<b>109,942</b>	<b>Net Paid for June, 1918</b>
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*The Star Guarantees a Greater Net Paid Circulation than that of the Globe-Democrat in the St. Louis and Suburban Area and a Greater Total Net Paid than that of the Times, or the Republic—Daily or Sunday*

## THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives

**Story, Brooks & Finley**

CHICAGO—Peoples Gas Bldg. PHILADELPHIA—Colonial Bldg. NEW YORK—Fifth Ave. Bldg.

*Don't Say "Paper"—Say "Star"*

Trade Mark Registered

# *From a Client to a Prospect.*

CABLE ADDRESS  
BETHLEHEM ALLENTOWN  
A. S. C. 37th EDITION

BETHLEHEM

## BETHLEHEM MOTORS CORPORATION

MANUFACTURERS OF BETHLEHEM MOTOR TRUCKS

FACTORY AND GENERAL OFFICES  
ALLENTOWN PA. U.S.A.

June 25th, 1918.

Gentlemen:

We have yours of the 24th instant inquiring as to the value of the Atlas Advertising Agency to us.

It is a distinct pleasure to recommend these folks to you. We have found their attitude always one of a part of our organization. We have never considered them as advertising agents. There has been a sort of fraternal get-together spirit which has resulted in a brand of co-operation, that to be perfectly frank with you, I have never seen existing in the relation of any advertising agency with any of the other corporations with whom I have been connected.

To discuss an idea or plan with them is to have it ninety percent carried out. I have never known them to tackle anything except in a spirit of enthusiastic willingness which is indeed pleasing.

Our account which as you may have noted is quite an extensive one, has been handled entirely within their organization to the point where we do not have an advertising or publicity department at this factory.

To sum up what we have said, we always found the brand of co-operation and service to be unusually fine and it is a pleasure to write this kind of a letter to you.

Yours very truly,

BETHLEHEM MOTORS CORPORATION.

*Ray Darcy*  
Asst. Gen. Sales Mgr.

RSD/D.





# A FAST PACE!

## 43 Records in 45 Starts

In going over our figures we find that since the January, 1915, issue of **PHYSICAL CULTURE** there have been but two numbers in which a new record for volume of advertising was not established. These were the November, 1917, number which lacked approximately 500 lines of equaling the November, 1916, record and the September, 1916, number which fell behind the previous year's issue by about 600 lines.

### Chart of Past Performances

	1915	1916	1917	1918
Jan.	7,757 lines	8,176 lines	9,422 lines	9,946 lines
Feb.	9,632 "	10,207 "	14,768 "	15,827 "
March	8,748 "	10,338 "	11,549 "	14,305 "
April	8,904 "	10,798 "	10,813 "	14,770 "
May	9,689 "	10,101 "	12,362 "	17,701 "
June	8,420 "	9,371 "	11,166 "	14,410 "
July	6,057 "	7,556 "	7,611 "	10,725 "
Aug.	6,125 "	6,960 "	7,672 "	10,582 "
Sept.	8,326 "	7,788 "	8,589 "	
Oct.	8,944 "	10,234 "	11,094 "	
Nov.	9,703 "	11,679 "	11,206 "	
Dec.	8,288 "	9,539 "	9,632 "	

More than 95% of the advertising published in **PHYSICAL CULTURE** is keyed.

Need we say more?

# PHYSICAL CULTURE

119 West Fortieth Street - - - New York City

O. J. ELDER, Advertising Manager

Western Representative

ARCHER A. KING, INC.

Peoples Gas Building, Chicago, Ill.

New England Representative

METZ B. HAYES

44 Bromfield St., Boston, Mass.

And don't let others knock. Don't criticize till you have a tried-out remedy. A knocker is a time spendthrift. He squanders the time of himself and his listener.

Knocking has no part in a salesman's creed.

Boost.

Scatter optimism broadcast. You can't squander it.

Be time-thrifty for your employer, for business, and your country, and you can't help being thrifty for yourself.

Then you will lift yourself by your own boot-straps; you will lengthen your height and vision to reach whatever you work to get.

To be thrifty you must be creative. To be creative you must work to do in one hour the work that we formerly did in two.

#### THE ADVERTISER'S THRIFT

Keep Busy! Yourself and your advertising.

Make your advertising to-day do twice what it did yesterday. It can.

Advertising is the matchless messenger of war times. It speeds your message on wings fast as thought, and cries it in a breath from the housetops and steeples of the nation.

Whenever the Government must get quick word to our people, and an answer as quickly, it enlists advertising. The Liberty Loans, the Red Cross campaigns, the Y. M. C. A., Knights of Columbus, Smileage, all bear willing witness to the wonder work of advertising.

For it is the great time-saver, and time to do all we must do is the task of the times.

Time-thrift is war-thrift. And advertising is time-thrift.

It is the thrifty way to get your message to your country.

It is the quick educator, the sure inspirer.

Be thrifty with your advertising. Don't stint it. Make the most of it. First be sure of your message; then put the efficiency test to the means of spreading it. Scrutinize your space. Usefulness has the right of way over artistry.

Some advertisers are making

their advertising do double duty, working for their country selling Liberty Bonds and Saving Stamps as it sells for themselves. Think how you can make your advertising a two-mouthed salesman.

Don't stop advertising. War-time is no time to stop anything, except wasted time. Advertising has uses it never had before. Look into its new and special uses for yourself.

It will save time for you and your men in whatever you are doing.

Use advertising to be time-thrifty and war-thrifty.

#### Advertising Club Formed in Shanghai

An advertising club, the first to be organized in an Oriental country, was formed in Shanghai, China, last month. The club, which will be known as The Advertising Club of China, starts with a charter membership of thirty-three, and is composed of Chinese, Americans, and other foreigners of allied or neutral nationality. It is organized along American lines, and has voted to affiliate with the Associated Advertising Clubs of the World.

The officers elected for the coming year are as follows: President, J. B. Powell, managing editor of *Millard's Review*, an American trade publication in Shanghai; vice-president, D. K. Wong, editor of the *Hsin Shan Pao*, one of the large Chinese newspapers in Shanghai; Chinese secretary, C. F. Lin, Howe's Advertising Company; foreign secretary, A. N. Lethin, International Correspondence Schools; treasurer, Dr. Fong F. Sec, of the Commercial Press, the largest Chinese printing concern in the Orient; assistant treasurer, John A. Dissmeyer, of the advertising department of the British-American Tobacco Company; and the following members of the board of governors: H. H. Wong, Commercial Press; S. C. Wong, Andersen, Meyer & Company; E. Strassman, advertising manager, British-American Tobacco Company; John S. Potter, advertising manager, Andersen, Meyer & Company; A. G. Loehr, American Vice-Consul at Shanghai.

The purpose of the club is to bring about closer relations between the foreigners interested in advertising and business development in China and Chinese who are interested in improving their methods of doing business in accordance with the best methods in use in foreign countries. The Chinese membership in the club includes all the business managers of practically all of the Chinese newspapers in Shanghai as well as the advertising managers of a number of Chinese businesses.

# Waldorf Being Advertised for First Time in Its History

Copy to Emphasize Its Prestige and Position Among Modern Hotels Now Running

THE Waldorf-Astoria is advertising. For twenty-five years it was one of the most famous non-advertisers in the country, and the despair of all who would try to sell its management on a policy of paid publicity. It has had its press agents, but no advertising manager.

The recent appearance in some publications of copy built upon its prestige as the forerunner of the modern type of high-class hotel is therefore of more than usual

question. The McAlpin has always been advertised, and the common report around town since it was first opened has always been that the McAlpin is always full to the roof.

When Mr. Boomer took up the affairs of the Waldorf, he at first was uncertain whether or not to advertise the old and famous hostelry. After thinking it over, he decided to do so. It is not that any of his hotels under present conditions of transient traffic are exactly in what you might call want for patronage. The pressure for accommodations in New York was never greater—a pressure that several years ago was estimated on a transient population of 50,000 visitors.

But the type of man that advertises to-day when he really doesn't need any more business just at present is the type that knows that the old viewpoint that sufficient unto the day is the business just at hand is really a hand-to-mouth policy.

The name of the Waldorf has always

been its best advertisement. It had come to be almost a generic term for a hotel in a class by itself, and it got plenty of advertising in this way that doesn't come at so much per line.

Times have been changing, and yet the Waldorf has been able to maintain its position in the face of a multiplication of huge hotels whose plan of service took the older institution as a model.

It is largely to maintain the idea of this very prestige in the public mind, particularly that type



A STAY of any duration, at the Waldorf-Astoria, will convince even the most skeptical that it merits the reputation as an aristocrat among hotels.

**The Waldorf-Astoria**

Fifth Ave., 33<sup>d</sup> and 34<sup>th</sup> Sts., New York  
L. M. BOOMER President

COPY FOLLOWS THIS DIGNIFIED STYLE

interest to advertising men, as marking another reversal in attitude of that class of business institution that "doesn't need to advertise."

It is not necessary to go far to discover a reason for this somewhat epochal event. When General Coleman du Pont bought the Waldorf, together with the McAlpin and the Claridge in New York, L. M. Boomer, one of the managers of the McAlpin, and a highly successful hotel man, was made president of the hotels in

of patron that in the past has done his part in adding to the hotel's reputation by stopping there, that the Waldorf is being advertised now. And it would be useless to say that its management does not consider the element of competition. Hard by the Pennsylvania Station and the Grand Central Terminal the huge Hotels Pennsylvania and Commodore are rising rapidly.

And so the Waldorf is advertising with a definite policy of emphasizing its reputation and prestige. As things develop the campaign will undoubtedly be widened.

The first copy was a campaign in Washington, D. C., newspapers, and Army and Navy camp publications, announcing to members of the armed forces the inauguration of discounts on regular rates for men in the service, and a special tariff for Saturdays and Sundays.

More recently the "institutional" copy has been appearing. It is not so-called standing card copy, but carries a line or two of text, different each time, to convey a thought on the Waldorf's position in the hotel world.

The copy has a certain dignified uniformity about it, and is topped by the hotel's device, the initials W-A encircled by oak leaves. Then runs a line or two of text on this order: "A stay of any duration, at the Waldorf-Astoria, will convince even the most skeptical that it merits the reputation as an aristocrat among hotels"; or, "There is nothing spectacular about the Waldorf-Astoria. It is an hotel where comfort and luxury are unassuming—yet unmistakable." "Men of affairs," remarks another, "are guests of the Waldorf-Astoria because they invariably seek an atmosphere of dignity, quality and comfort."

In addition to copy of this nature some local advertising is running calling attention to the hotel's roof garden.

O. J. McClure, who has been identified for some time with advertising in Chicago, has started an agency of his own in that city.

## American Chic Co. Encourages W. S. S. Buying

The American Chic Company is one of the many organizations that are striving to interest their employees to buy War Savings Stamps with every dollar that can be spared. This company has staged a contest in buying between its various divisions and factories that has developed spirited competition.

A bulletin has recently been sent out to every employee of the company summarizing the wisdom of buying W. S. S. from a financial standpoint and especially emphasizing the imperative duty of everyone "back home" to buy till it really hurts in order to crush the enemy.

One of the horrible stories of German fiendishness is told that we have become sadly familiar with—a story vouched for by official report.

"You and I are buying W. S. S.," says the bulletin, "and are going to buy every dollar's worth we can, because Uncle Sam needs our money to win this war, (every dollar that we can spare), and to prevent our wives, mothers, sisters and brothers from being ravaged, slaughtered, maimed, starved, and enslaved, because if Germany wins this war, God help us, American lives and property will be destroyed and confiscated, and life will be a living hell."

## Where Does Advertising Space Leave Off?

Boston, July 13, 1918.

Editor of PRINTERS' INK:

That is a curious contention of some publishers that only the actual space occupied by the advertisements in a publication should be reckoned as carrying advertising postage. As the actual weight of the entire publication must pay postage in some form, the inference is that these publishers class all the white space contiguous to advertisements as reading matter. But how can this be called reading any more than advertising matter?

Is it not just possible that the Post Office Department might gleefully accept the argument of these thrifty publishers that the white paper on advertising pages is not advertising and rule that neither is it reading matter, but simply so much merchandise, and charge merchandise postage accordingly. In that case the last condition of these publishers (and of all the rest) would be a darn sight worse than the first. The only thing to do is to swallow the medicine and pray for a change of doctors.

WILLARD E. KEYES.

## Made Manager of "Jewish Daily Forward"

I. Natkins was appointed general manager of the *Jewish Daily Forward*, New York. He has been connected with *Forward* for fifteen years, as head of the bookkeeping department.

# Greeting Card Manufacturers Meet War's Pinch with Advertising

Seek to Regain Losses as High as 50 Per Cent by Campaign to Make This Year's a Greeting Card Christmas

**A**NOTHER industry is turning to advertising now to solve its war problems. The greeting card manufacturers have started a joint advertising campaign in trade papers, to be followed up in the fall months by general consumer magazines, to get people to make their Christmas this year an exchange of card greetings.

The greeting card business suffered a heavy slump last year, partly because of a movement started in various quarters before the last Christmas holidays to discourage the sending of cards. When the salesmen started out with their 1918 lines in January, they ran up against a trade discouraged by the conditions just experienced, and advance sales of Christmas cards for individual manufacturers have fallen off so far this year anywhere from 40 per cent to greater proportions.

The manufacturers have looked for new ideas in their line to make up the falling off in the advance Christmas card orders, and some of them have been able to keep sales around normal by putting out greeting cards to send to soldiers, sailors, etc., and novelties such as service stamps to stick on correspondence.

Nevertheless, the manufacturers felt that something should be done to restore the Christmas card business to normal, at least, and the Association of Greeting Card Manufacturers finally decided that the way to do this would be to start an advertising campaign, to urge the public to keep the Christmas spirit alive by sending out cards to their friends.

This campaign has been decided upon, and funds for its support are now being subscribed from among the members of the association, some thirty manufacturers, although the subscriptions are not limited to the association

membership. It is expected that between \$25,000 and \$35,000 will be collected for the purpose.

The general copy will appear in weeklies of wide circulation, some of the women's magazines, reviews and so-called old-line magazines. It will start in October and run up through the Christmas and New Year holidays.

The theme of the campaign will be something like this: "Keep up the Christmas Spirit. Do it with holiday greeting cards. A little sentiment means a whole lot."

It will also suggest the early purchase of Christmas greeting cards to send to the soldiers abroad so that they will get them in time for the day.

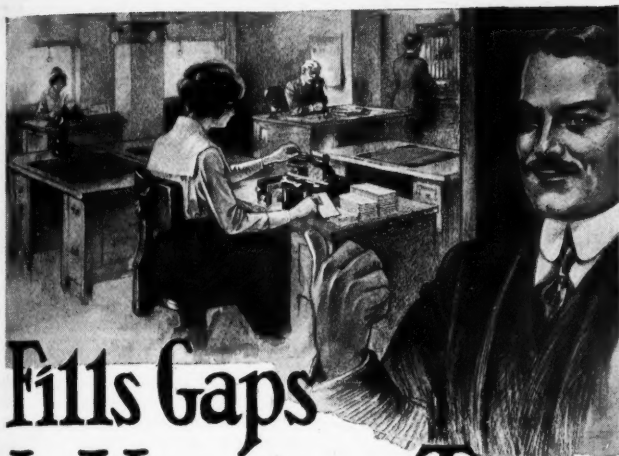
DEALERS WILL NOT BE LEFT TO SELL  
UNAIDED

There will be dealer helps in the shape of window and counter cards, booklets developing the greeting card propaganda, newspaper electros, etc.

The business paper campaign will feature the general publicity work to be done, and will list the names of the manufacturers contributing to the campaign fund.

Some of the manufacturers are very optimistic about the holiday business. There is a feeling in the air that the Government is going to try hard to discourage the buying of Christmas gifts this year as an economy move, and the greeting card manufacturers are confident that this action will overlook their products, as they feel that the Government will want the Christmas spirit preserved in simpler form.

It is very possible that following the Christmas campaign the drive will be extended to develop the propaganda to cover the observance of anniversaries, birthdays, graduations, etc., through greeting cards.



# Fills Gaps In Vacation Time

Vacations always have interrupted more or less the office routine, but this year the situation is more difficult because of the shortage of typists and clerks.

The Addressograph bridges the gap while clerks and typists are away. When they return it is a practical necessity for supplementing and relieving them in their work.

Figures just compiled show that Addressographs save the time of thousands of clerks—addressing, filling-in letters, heading up statements, listing names and figures on pay sheets and other pay forms, and in any number of other ways.

A Hand Machine, costing less than a typewriter, placed on trial in any office. Use it for ten days while some employee is on a vacation. See for yourself without obligation how it relieves the work. Write for information.

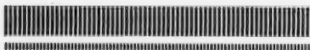
## The Addressograph Co.

913 W. Van Buren St.

PRINTS FROM TYPE

CHICAGO, ILLINOIS





# L'OPINIONE

*Italian daily newspaper*

An independent paper—American in spirit—merely foreign in language—and printed so for the convenience of its readers.

The policies of this newspaper originate with and are controlled by a thoroughly American ownership and management.

L'OPINIONE has no connection with any other newspaper or association of foreign language newspapers.

In the national advertising field L'OPINIONE'S sole representative is George B. David Co. with offices in New York and Chicago.

L'OPINIONE'S telegraph news service is furnished by the UNITED PRESS.

# L'OPINIONE

*Only Italian daily newspaper published in Pennsylvania*

1011 South 8th St. Philadelphia



## The Farm a Reservoir of Advertising

(Continued from page 8)

who are members, but more and more it is becoming apparent that advertising is necessary and consequently more and more growers are supporting the cause. Their appreciation of the effectiveness of advertising is evidenced by the steady growth of their orange advertising appropriation which last year was sixty times greater than the original investment ten years ago and three times as large as it was five years ago.

This advertising has cost the growers in the Exchange less than two and one-half cents a box, or, on their entire business, 1.157 per cent of the gross sales.

Some day, possibly within two years, a commercially satisfactory method will be perfected for branding the name "Sunkist" on the skin of the orange. Then the orange growers' advertising story will be complete.

### ADVERTISING DIDN'T INCREASE SELLING PRICE

You, as consumers, might infer that advertising had somehow induced you to pay a higher price for your Western fruits, but this is not the case.

Think of it this way for a moment. Had the orange business remained on the old basis when there was no co-operation in advertising or anything else, there would have been no profit in growing oranges. Comparatively few oranges would have been produced and few could have been purchased at any price.

Now advertising simply widened the growers' market. In the manufacturer's language, it made it possible to increase the volume of business, and you as business men know what volume means in production and selling. It meant for the orange grower that the economies from doing things in a big way decreased the cost of producing and selling a box of oranges to a point where

he could make a fair profit on prices that formerly meant "red ink." It meant that the consumer got better fruit of better quality without increased prices. It meant that more people could eat more oranges.

#### ORGANIZATION MUST PRECEDE ADVERTISING

I want to emphasize two facts. First, that the Exchange was born in the throes of dire necessity; and secondly, that advertising came only after the orange growers had worked out their problems of organization and transportation, had standardized their grades and packs, evolved a co-ordinated system of distribution, reduced their costs of production and selling almost to a minimum, and improved the quality of their goods.

There are many agricultural industries on the Pacific Coast that, as potential advertisers, are in the same stage as that in which the citrus industry found itself many years ago. They will not be ready to advertise until they have worked out their own problems of organization.

The men who have and will do most to develop the great advertising possibilities among Pacific Coast industries are the men of vision, men who are willing to take a long look ahead, and who realize that the development of a co-operative movement among farmers is a slow process.

The California Fruit Growers' Exchange handled all kinds of citrus fruit—that is, oranges, lemons, grapefruit, etc.—and as soon as the results of the orange advertising began to be felt the growers decided to launch a campaign to increase the consumption of lemons. The production of lemons in California had been increasing by leaps and bounds—once 132 per cent in a single year—until here, as in the orange industry, it seemed that supply was about to overtake demand.

The growers also desired to stimulate the demand for lemons during the winter because their trees were picked not only in sum-

First unit of new shipbuilding plant, occupying 52-acre tract in Birmingham—employing 2,000 skilled mechanics; capital, \$1,000,000, part of which is supplied by Emergency Fleet Corporation—broke ground this week.

#### BIRMINGHAM IS THE GEOGRAPHICAL, RAILROAD, INDUSTRIAL, COMMERCIAL, FINANCIAL AND BUSINESS CENTER OF ALABAMA.

Nine trunk line railroads radiate from BIRMINGHAM — north, east, south and west.

The United States Government is spending \$60,000,000 at Muscle Shoals, near BIRMINGHAM, constructing the largest dam in the world, costing over \$20,000,000, providing 680,000 electric horsepower, for manufacture of nitrates and munitions.

Cotton at 30 cents per pound is a 300 per cent gain over pre-war prices. Alabama's cotton mills are consuming more than three-fourths of the cotton crop produced in the state.

Alabama produced 21,224,265 tons of coal in 1917, and will produce over 24,000,000 tons in 1918 at more than twice pre-war prices.

BIRMINGHAM is the second largest cast-iron pipe district in the United States.

BIRMINGHAM has 369 manufacturing plants, ranging in capital stock from \$50,000,000 to \$500.

BIRMINGHAM has more and larger office buildings than any other city in the South.

BIRMINGHAM and trade radius, with 750,000 population, are thoroughly covered by THE LEDGER.

More than 22,000 city,

More than 33,000 city and suburban,

More than 40,000 subscribers,

More than 30,000 of whom read no other BIRMINGHAM newspaper.

#### THE BIRMINGHAM LEDGER COMPANY

BIRMINGHAM, ALABAMA

James J. Smith, Publisher

Member Audit Bureau of Circulations

#### THE JOHN BUDD COMPANY

Advertising Representatives

Tribune Bldg. Burrell Bldg. Chemical Bldg.  
Chicago New York St. Louis

mer, but every month throughout the year. It had been comparatively difficult to sell the winter pickings and the tendency of the trade to buy heavily in the spring in anticipation of a heavy demand, during the lemonade season had placed the summer business largely on a speculative basis. The shippers had also to develop a preference for California lemons because if they simply increased the consumption of lemons, the Italian and the Sicilian, who were supplying about half the American demand, would simply increase their exports to this country and the California shipper would be in as bad a position as before.

The lemon shippers went at this problem by improving their grades, putting out a better pack, advertising year 'round uses for lemons, and concentrating their publicity in fall and winter.

How successful the growers have been in winning a larger share of the domestic market is evidenced by the fact that they now ship three-fourths of the lemons consumed in the United States and Canada, whereas fifteen years ago they supplied only one-fourth the domestic demand. In other words, the relative importance of imports and the California supply in this country has been exactly reversed.

Although the lemon advertising as a separate campaign has been running for only four years, it has been shown by careful investigation that 27 per cent of the housewives in representative cities prefer the "Sunkist" brand.

The annual output of lemons from California when lemon advertising was begun, four years ago, was 2,240,000 boxes. Last year the State shipped 3,262,000 boxes—an increase of 45 per cent in the four-year period—and the crop was marketed at satisfactory prices.

The problems of California citrus growers are not yet entirely solved. Because of plantings which have not reached bearing age, the shipments of oranges from California will increase 42

per cent and lemon shipments will increase from 75 to 100 per cent in the next six years. Population, during that period, may be expected to increase only about 12 per cent.

Confronted with such a problem, the immediate effects of advertising become of secondary importance. The problem is not the sale of this particular car of fruit to-day, but what can be done to insure the future stability of the industry. If the foundation can be laid for future expansion, then the immediate benefits of publicity may be considered thrown in for good measure.

The citrus growers have their eyes on the future. Last year a severe period of heat destroyed 50 per cent of the orange crop and 20 per cent of the lemon crop. It was a hard blow to the growers, many of whom were just recovering from the freeze of 1913. Others were just bringing their groves into bearing after six years of expensive cultivation. The growers knew that with a normal demand they would not need advertising to sell their short crop.

But the growers kept up their advertising, although in a less extensive way despite their adversity, in order to perpetuate the desire to eat oranges and lemons and lay the foundation for the bigger crops that were sure to come.

We must not expect advertising to suddenly transform selling conditions. Foods are bought and sold largely by habit, and it takes time as well as strong and patient effort to change buying or eating customs. Sporadic advertising, even of the best kind, has only a temporary effect and that effect is seldom of sufficient force to pay. Publicity which consists of a splash here and there is too extravagant to meet even average requirements. Fire-sale methods of publicity will not get results. Advertising, to meet such problems as that of which I speak, must be strong and continuous. There is no substitute for continuity in advertising.

*(To be concluded)*

# Government Halts Its Unbridled Waste of Paper

Cuts Right and Left and Compels Discontinuance of Many Publications of No War-Time Use

*Special Washington Correspondence*

WHILE certain branches of the national Government have been beseeching advertisers, publishers and printers to practice rigid economy in the use of paper, and threatening dire things if they don't, other branches have indulged in an unbridled use of paper that, were the offender a private interest, would be denounced as wild extravagance. A determined effort is, at last, to be made to curb this notorious waste.

Congress has instructed the U. S. Public Printer to take up with the Publication Division of each executive department and independent branch of the Government the question of the possibility of sharply reducing the rations of paper for the duration of the war. Furthermore, the members of Congress who are back of this movement have, in expressions for PRINTERS' INK, made it very clear that they propose to get action, and that if the moral suasion of the Public Printer does not bring results, they intend to find a way to make the executive branch practice what it preaches on the text of paper saving.

The present movement is initiated by the Joint Committee on Printing which has, ever since the price of paper began to rise several years ago, been dissatisfied with the unbridled requisitioning of paper in many of the Government agencies. At the outset, the rank and file of Congressmen did not pay much heed, apparently, to the protests of the Printing Committee. But matters have so shaped themselves during the past year and a half that both branches of the national legislature are squarely behind the Joint Committee in any measures it may feel driven to adopt to cut the paper consumption,

On the face of the thing the current move at Washington is designed for the elimination from the Government's publishing programme of all non-essential publications. That is specified in the resolution which the Printing Committee has transmitted to the Public Printer as a means of formally notifying him of the restrictive policy. As a matter of fact, however, this plan to print only such publications as are required for the essential work of the Government is only a part of the programme. It is planned also to accomplish much by the use of lighter weight papers than have heretofore been employed, by rigid restrictions on the use of colored plates and other illustrations and by recourse to cheaper covers.

## MONEY SQUANDERED

"It is not only in the printing of reports and other publications that there has been indefensible extravagance," remarked one of the Federal printing experts in discussing the situation for PRINTERS' INK. "That is bad enough, for book paper is being used for great numbers of publications of transient interest and temporary value that could just as well be on news-print, but equally serious is the costly lack of judgment shown in calls for the printing of application blanks, specifications and other forms that are required in vast quantity owing to war conditions. The War Department and the Navy Department are the worst offenders in this respect. For example, the Treasury Department is content to put out on machine-finished book paper the specifications for a \$10,000,000 public building, but if the War Department is to get out specifications for a small garage nothing less than bond or ledger paper will suffice for the specifications."

Even without waiting for the ultimatum from the Joint Committee on Printing, the Public Printer had done much in recent months to curb the needless printing activities of various Governmental agencies. The head of the Government Printing Office has had authority all along to determine the forms and style in which printing and binding ordered by any of the Departments may be executed and the material to be used; but this was, until after the entry of the United States into the war, something of a dead letter. Of late, however, the Public Printer has exerted a restraining influence, though it must be confessed that a good many Government officials have been anything but reconciled to the reform, much less willing to help it along.

As an illustration of what has already been accomplished in suppression of non-essential printing jobs there may be cited the instance of the "Stop" order on an elaborate agricultural atlas which the U. S. Department of Agriculture has had in work for some time past, and the issuance of which would have involved an aggregate expenditure of several hundred thousand dollars. The first that the Joint Committee on Printing knew that this work was in progress was when it was desired to obtain authorization for certain colored charts and maps. Inasmuch as a group of illustrations to cost over \$1,200 requires specific authorization from headquarters the Joint Committee got a peep at the atlas project when it was yet in the early stages. As a result a halt was called for an indefinite period on this ambitious piece of book-making.

Curtailement of the use of coated paper for half-tone illustrations is one of the aims in the present retrenchment programme. In the main, however, it is the feeling at the Capitol that the Congressional supervisors of the Government's printing activities have the pictorial proposition pretty well in hand. Pictures appearing in Government publica-

tions have for some years past afforded such convenient targets for Congressional criticism that most officials have gradually curbed their enthusiasm for the use of illustrations. Furthermore the existing rules which require specific authorization from the head of the Department for the inclusion of extensive pictorial layouts in any Department publication have likewise operated for repression.

In the main the non-essentials aimed at in the present campaign are neither the circulars and leaflets issued under Uncle Sam's imprint nor yet the various daily, weekly and monthly bulletins, official gazettes and house-organs, but the "public documents," wherein are recorded the results of tests, investigations, experiments and studies by Government experts and specialists. At the closed session of the Joint Printing Committee at which the new policy was formulated, the table was piled high with "horrible examples" of books and pamphlets which probably no one but the authors would for a moment contend are essential in war-time. Treatises of hundred of pages on scientific subjects, statistical reports the figures in which were wholly obsolete, due to war-time changes, before the documents came from press, "archives," catalogues, etc., were among the offending parasites of the paper supply set before the Committee. The unanimous conclusion was that even the publications that have permanent value for reference or educational purposes—and this includes many handbooks on agricultural subjects—may well be deferred in publication until conditions in the printing and paper-making industries are more normal.

LIGHTER WEIGHT PAPERS SAVE  
\$700,000

As has been said, the decision is not only to postpone for the time being the issuance of all publications that are not essential under war-time conditions, but to employ in the case of such publi-

# BUILDING UP

NOT merely setting the pace, but *keeping the pace*, **THE JOURNAL** has topped its enormous increase of over one million lines of advertising for the year 1917 with another one of those habitual **JOURNAL** gains—this time to the extent of 337,064 lines for the first half of the year 1918.

These are significant figures. They indicate the prosperity of the territory blanketed by **The JOURNAL'S** more than 120,000 circulation. They prove the *quality* of this circulation, and its responsiveness. They verify our statement that **JOURNAL** space used intelligently and consistently has *unusual pulling-power*. **JOURNAL** advertisers of last year are not only *remaining JOURNAL* advertisers, but are *increasing their space*.

**The JOURNAL'S** circulation exceeds that of the four other afternoon newspapers combined.

**The JOURNAL'S** advertising gain of over one million lines was the only gain made by any Milwaukee newspaper last year.



337,064 LINES GAIN  
FIRST HALF OF 1918

1,000,089 LINES  
GAIN IN 1917

1,522,236 LINES  
GAIN IN 1916

**JOURNAL  
SUPREMACY  
BUILT ON THE  
SOLID ROCK  
FOUNDATION OF  
SUPERIOR MERIT**

SUPREME IN MILWAUKEE      DOMINANT IN WISCONSIN  
**THE MILWAUKEE JOURNAL**

Foreign Representatives  
O'MARA & ORMSBEE, Inc.  
New York and Chicago

H. J. GRANT  
Business and Advertising  
Manager



# The Buying Power of Those Who Buy Insurance

No, we don't mean the individual who insures his new house against fire, or who takes out a life insurance policy. He never sees our paper. But we do mean the large manufacturer with plants all over the country, employing thousands of workmen. Under the provisions of the Workmen's Compensation Acts he must insure against the liability of accidents. He must also protect his plants against fire.

To handle this important work he employs an expert insurance man. This man has the "say so" about what kind of sprinkler system should be installed. He decides on how many fire extinguishers are needed and what kind to buy. He buys the goggles for workmen on grinding wheels. He buys the safety appliances for exposed machinery, the automatic elevator stopping devices, etc. When a new building goes up he recommends the kind of building material to be used.

**DO YOU SELL AUTOMATIC SPRINKLERS?**

**DO YOU SELL SAFETY APPLIANCES?**

**DO YOU SELL FIREPROOF  
MATERIALS?**

**TALK TO INSURANCE MEN THROUGH**

***The Weekly Underwriter***

*Established 1859*

**EIGHTY MAIDEN LANE  
NEW YORK, N. Y.**



cations as are issued the lightest and lowest grade paper that will serve the purpose. The Joint Committee holds that if there is judicious use of the cheap and light-weight papers a saving of upward of \$700,000 will result. Expressing a willingness to stand behind the Public Printer in any action he may take in paper substitution, the Joint Committee has given notice that it will act as a court of appeals in any case of doubt or dispute arising out of the selection of the grade of paper to be used on a given job or involving the question of whether or not a proposed publication is essential.

In evidence that it is practicing what it preaches in the matter of paper and printing economy, the Joint Committee announces that since the beginning of the war it has not ordered a single reprint of publications authorized by law for distribution by members of Congress. Meanwhile Government bulletins, notably some of those of the Department of Agriculture, have gone through several editions. Not only has the Joint Committee held down on re-issues but it has decreased by more than one-half the allotments of documents to Congressmen for distribution, this curtailment alone having resulted in a saving of several hundred thousand dollars. At the same time the Public Printer has been authorized to sell as waste paper several hundred thousand obsolete and useless publications which during a long term of years have accumulated at the Government Printing Office.

In the determination that there should be economy at both ends, the Joint Committee set out, even before the present curtailment of non-essential publications was proposed, to cut its paper bills by closer bargaining. Evidence of this intent was the rejection of all bids for annual contracts for paper and the instructions to the Public Printer to purchase paper in the open market, an alternative which is credited with a saving to the Government of approximately \$846,000 or nearly fifty

per cent for the year that ended March 1, 1918.

As an indication of why, with the Government Printing Office operating on a 24-hour basis, it is necessary to cut out all non-essential publications there may be enumerated a few of the extraordinary printing jobs that have resulted from the war. Representative pieces of work in connection with the war activities have included the printing of 25,000,000 registration cards, 18,000,000 certificates of registration, 1,000,000 cloth-bound manuals, approximately 10,000,000 posters, 59,000,000 thrift cards, 21,000,000 W. S. S. primers, and 8,000,000 Liberty Loan primers, to say nothing of the publication of the *Official Bulletin*, the new war-inspired official daily, issued in size varying from 8 to 40 pages, in an edition of 115,000.

### Eaton, Crane & Pike and Vick Chemical Company Changes

G. V. Rockey, formerly with Fuller & Smith, Cleveland, has been appointed sales promotion manager of Eaton, Crane & Pike Company, Pittsfield, Mass., with headquarters in New York. Richard B. G. Gardner, who has been advertising and sales promotion manager of the company, has been appointed advertising manager for the Vick Chemical Company, of Greensboro, N. C., and will take up his new work August 1. This is a recently created position with this company.

Mr. Gardner will take over part of the duties formerly exercised by the assistant sales and advertising manager, R. Winston Harvey, who now becomes sales manager, and also the duties of the assistant advertising manager, Chester F. Chapin, who is now in training at Camp Jackson, Columbia, S. C., with the 32d Company, 156th Depot Brigade.

### With Detroit Better Business Bureau

H. C. Dart has resigned from the Power, Alexander & Jenkins Co., Detroit. He has been chosen secretary of the Better Business Bureau, of Detroit, succeeding H. T. Scott, who resigned to become secretary of the Wayne County War Board.

### New Name for "Motor Boat- ing"

Beginning with the October number, *Motor Boating*, New York, will be called *Scientific Mechanics*.

# Creel Committee Lops Off Press Agent Stories

Sharp Reduction in Money Allowance by Congress Causes a Revision of Activities—Advertising Activities Not Affected

## *Special Washington Correspondence*

THE sharp cut made by Congress in the money allowance for the operation of the Committee on Public Information will not make any difference in the programme of the "advertising annex" of this institution. But it will cause rigorous amendment of the projected educational and publicity campaign. Two score employees have been dropped from Chairman Creel's payroll and two important divisions in this clearing house for war information will be abolished altogether.

Most significant of all, however, is the fact that the change in arrangements that has become necessary is to result in a sharp revision of policy with respect to all matter for free insertion in the newspaper and periodical press. Henceforth, Mr. Creel's institution is to get away entirely from anything savoring of press agency or the solicitation of publicity. It will supply information freely and gladly to all publications that desire it *but they must send for it* just as they would detail a staff contributor, assign a correspondent or commission a special writer to seek at firsthand any other matter that might be desired for publication.

For some time past, in the face of increasing protests from editors by reason of the flood of press notices dumped upon them from numerous Governmental sources, the Committee on Public Information has prided itself on the fact that most of the matter it prepared was of real and genuine news value and was telegraphed at the expense of the newspapers by the special correspondents and press association representatives stationed at the seat of Government. For its daily news releases the information committee has had no mailing list. The "stories" have been obtainable only by

writers who were sufficiently anxious for them to call at the headquarters of the committee and to transmit the matter to their respective offices of publication.

To this policy of not thrusting announcements upon editors but merely complying with voluntary requests for information there has been a rather conspicuous exception in the work of the Syndicate Features Division which has sent out gratis feature articles for use in Sunday newspapers. The fact that these features have had a circulation of 12,000,000 each has been taken by the committee to justify the project but inasmuch as this branch of the work has been subject to the blanket criticism lately leveled at all space solicitation in the name of Uncle Sam, it has been decided, now that there must be a cut somewhere, to eliminate this Syndicate Features Division along with the Women's War Work Division and to place the resources of the Committee on Information at the disposal of only the publishing interests that make personal application.

## SAVING SALARIES

Chairman Creel would have used \$25,000 on the Syndicate Features Division this year if he had been allowed to carry out his plans. Leading writers have contributed their time without payment to the preparation of features but naturally there have been expenses connected with the preparation of material for the use of such writers and there has been a salaried staff that has included W. McLeod Raine as director at a salary of \$3,900 a year; Patrick Gallagher, writer, \$1,300; Donald L. Breed, writer, \$2,600; James Collins, writer, \$1,300, and Arthur E. MacFarlane, special writer, \$900. An illustration of how the Division of Syndicate Features

# The Most Important Thing in the World

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**MOTOR AGE**

**MOTOR  
WORLD**

**AUTOMOTIVE  
INDUSTRIES**

**EL  
AUTOMÓVIL  
AMERICANO**

**COMMERCIAL  
VEHICLE**

**MOTOR BOAT**

**TRANSFER  
& STORAGE**

**TIRE  
RATE BOOK**

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Germany must be beaten.

This fact is the most important thing in the world. There can be no half-way measures. All business is war business. Every ounce of energy in the Automotive industry has been turned into war channels. Every day brings new changes in design, manufacture or development.

It has been the privilege of the Class Journal Company, through its publications serving this great industry, to be able through its powerful editorial organization, to keep every branch of the industry fully informed on every development in design, manufacture, or organization.

This is how the Class Journal Publications are serving.

Realizing the value of this work to the industry, every atom of our strength is being exerted to make our part more and more valuable.

Germany must be beaten.

This is the most important thing in the world.

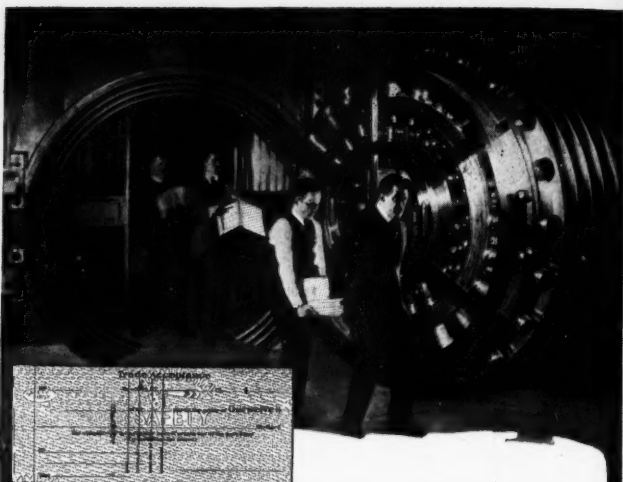
***The Class Journal***  
**PUBLICATIONS**

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**THE CLASS JOURNAL CO.**

**U. P. C. Building, New York  
Mallers Building, - Chicago**





## Releasing Four Billion Dollars

It has been estimated that at least four billion dollars are tied up in "dead ledger accounts" in this country.

To release and put into circulation this huge amount of inert capital, the Federal Reserve Board is recommending a more general use of the form of draft called Trade Acceptance. The suggestion is being widely followed.

The Federal Reserve Board has endorsed one particular form of Trade Acceptance. If you would like this form, write to us, and we will send you a Hammermill Portfolio, containing this and other valuable office forms, printed on Hammermill Bond, which show you how admirably this high-quality, moderately-priced paper will meet all your printing needs.

Specify Hammermill Safety Paper when ordering trade acceptances or any form you wish to protect from fraudulent alteration.

HAMMERMILL PAPER COMPANY, Erie, Pa.

*Look for this watermark—it is our word of honor to the public*

# HAMMERMILL BOND

*"The Unshy Business Paper"*

has operated is afforded by the series of articles on camps and cantonments recently contributed to the *Saturday Evening Post* by Mary Roberts Rinehart. It was largely at the request of Mr. Creel that Mrs. Rinehart wrote those articles. She was paid for them by the *Saturday Evening Post* but the Information division obtained the necessary permits, etc. The Division of Syndicate Features has also induced authors of high standing to contribute articles without remuneration for free use in the Sunday newspapers of the country and in plate services covering from twelve to fourteen thousand weekly papers.

The Women's War Work Division, upon which \$25,000 would likewise have been expended, had not the allowance been cut, has been getting out a press service for women that goes into newspapers all over the country. In addition to the press service it has been getting out brochures for colleges and schools. The literary output of this division has been seven columns daily which has been sent to the editors of the women's pages in the newspapers, to the college press, the religious press, the foreign-language press, etc. Especial attention has been bestowed upon press matter for circulation among colored women where it has been found that there is an immense amount of rumor and propaganda that must be combated. Mrs. Clara Sears Taylor, of Denver, has been the head of this division at a salary of \$3,380 a year and has had on her staff a number of reporters and special writers at salaries ranging from \$1,020 to \$1,820 per annum.

Lopping off these two divisions with no attempt to do the same work with a smaller organization and cutting down the force in some other divisions will not operate to curtail in the least the activities of the Advertising Division. Oddly enough, the operations of that division will expand despite the cut in the general appropriation. The explanation is found in the fact that even with the Advertising Division

shorn of its share of the denied allowance there will be available more funds than were allotted to this branch of the work in the fiscal year that has just closed and this will permit an enlargement of the scope of operations. Chairman Creel asked Congress for \$30,000 for the Advertising Division. Only \$9,000 is needed for the payroll but there are expenses connected, in a mechanical sense, with the allocation of the \$1,500,000 of newspaper and periodical space among the various departments of the Government and Mr. Creel wanted to spend, this next year, \$5,000 for car cards and \$15,000 for posters for the information committee's own educational campaigns as distinguished from the poster and car campaigns in which the committee merely cooperates with other branches of the Government to the extent of preparing copy. Carl Byoir, associate chairman of the Committee on Information, admits that the Advertising Division has "only partially succeeded" as yet, in bringing the advertising activities of the various departments of the Government into one central bureau which makes him all the more anxious to expand the activities of the branch of the institution devoted to this specific task.

### Will Disposes of "Life" Stock

The will of the late John Ames Mitchell, editor of *Life*, gave a trust fund of 500 shares of stock of that publication to his widow. One hundred and fifty shares were given to other relatives and ten shares each to these business associates: Edward S. Metcalfe, James S. Metcalfe, Edward S. Martin and Thomas L. Masson.

### Goes with Hurley Machine Co.

Benjamin H. Fearing, formerly advertising manager of the St. Petersburg, Fla., *Daily Times*, has been appointed assistant advertising manager of the Hurley Machine Company, Chicago.

### H. M. Van Hoesen Makes a Change

H. M. Van Hoesen has resigned as president and director of On the Square Publishing Company, St. Paul, Minn., and has opened offices in that city for Van Hoesen & Collins, Inc.

# Packers Advertise in 16,000 Papers to Combat Profiteering Charge

\$160,000 Spent on One Ad in Daily and Weekly Press to Defend Five Companies Against Federal Trade Commission

**F**IVE Chicago packers got together and spent \$160,000 on a single day's newspaper advertising last week in an effort to disprove the charges of profiteering brought against them by the Federal Trade Commission.

In order that the packers' side of the case might be read in every part of the country the ad was sent to more than 16,000 daily and weekly newspapers.

Unusually quick work was done in deciding upon the step to take and in preparing and sending out the ad. The advertising agencies representing the five packers—Armour & Co., Cudahy Packing Company, Morris & Co., Swift & Co. and Wilson & Co.—collaborated in the production and handling of the message.

The packers' advertisement occupied a space fifteen inches deep by six columns wide. Each newspaper to which it was sent was instructed to follow the typographical style as closely as possible. It was planned that the ad should appear in as many papers as possible on July 8. But in any event each paper was to use it in the first available issue after that date.

The idea was at a single effort to cover the country with the message and to reach all the people at the very earliest possible moment before they had time to form any definite conclusions as to the Government's charges.

The only thing attempted by the packers in their statement was to make a specific reply to the Federal Trade Commission's statements. No long detailed defense was undertaken. It was realized that such a defense would necessitate a comprehensive advertising campaign that would extend over many issues of the newspapers instead of only one. The packers seemingly prefer to carry on their regular institutional advertising in an individual way. Swift's are

conducting a campaign of that kind right now. Similar campaigns have been considered by Morris & Co. and Wilson & Co. in an effort to get right with the people.

But in this particular instance it was decided that the five companies should go in together on a statement because of the charge that they maintained a monopoly of the meat business and were not in straight-out competition among themselves.

## THE PACKERS' CASE STATED IN ADVERTISING

The statement declares that the reply of the Federal Trade Commission is misleading in important particulars and that a wrong impression has been created in the minds of superficial or casual readers through the contrast of the total profits of the last three wartime years with the average profits of a single year before the war. The packers also insist that "the Federal Trade Commission apparently has made a mistake in the figures themselves."

Repudiating the monopoly charge it was pointed out that the figures compiled by the Government itself proved that the five packers named do only about one-third of the nation's meat business and that the five packers not only are in daily competition with each other but also with every other packer in the country.

For quite a while the five accused companies have in various ways called attention to the thorough service they are rendering the Government in the prosecution of the war. The ad makes no detailed mention of this, other than to call attention to the need of greatly increased investment for the purpose. This investment is declared to be double or triple the ordinary amount of working capital used by the five companies.



"We believe in putting the full facts on record," said one of the packers in discussing the advertising campaign. "We think the public is as a whole fair-minded and disposed to give everybody a square deal. We think, therefore, that our country-wide presentation of our case will go far to prove to intelligent readers the justice of our claims that we are doing business legitimately and in the best interests of the country as a whole.

"Looking at this thing from a technical advertising standpoint, I think it is tremendously interesting and that it also is a tribute to the power of newspaper advertising which must be pleasing to these publications all over America. We had a message that we wanted to get before the American public in a hurry. We got it there in record time through using the public prints."

### The Appeal of Illustrations in Bank Advertising

MORE and more bank advertising is coming to resemble the advertising of commercial products in various ways. First of all, banks found that they had to tell a story of services rendered to make their copy interesting enough to be read. There was a wealth of material of an educational sort for them to draw on. The ignorance of the public on the functions of a bank was astounding. Banks that advertise are discovering right along that there is no dearth of copy material.

Now comes an advertising man who has had a long association with banks, who asserts that commercial advertisers should be followed another step. Addressing the financial advertisers at the A. A. C. of W. convention, C. R. Stuart, of the Bank of Italy, San Francisco, advocates free use of illustrations. The maximum appeal, he states, cannot be gained otherwise. Discussing the use of illustrations, he said:

"What type of illustrations are most effective in bank advertising? I have found that those which have human interest subjects make the strongest appeal. For instance, a picture of a 'bread line' in a bank advertisement drives home a powerful lesson on the value of thrift.

"In Central Park in Los Angeles, several hundred down-and-outers are always adorning the park benches. I had one of my artists spend an afternoon making pencil sketches of the most favorable subjects. We selected two of them for an advertisement entitled, 'They intended to save—some day.' This ad made a particularly strong appeal because of the very attitudes of the men. In other words, the picture told the story—it was a lesson on the value of thrift.

"A Los Angeles bank published a series of advertisements in which the pictures of thrifty animals, birds and insects, such as the squirrel, the beaver, the ant, the bee, etc., were featured. The conservation schemes of these little animals were brought out through picture and story, and powerful lessons were driven home.

"Unique plans of saving adopted by housewives, laborers, business men and children can be illustrated, and they possess valuable human interest. It is more difficult to find interesting pictorial subjects for commercial banks, but it is surprising how many have been used successfully.

"Many good ideas for illustrations can be drawn from the subject of checking accounts and their numerous advantages. The subject of interest paid on accounts is a fruitful source from which to draw inspiration for illustrations. I have illustrated the strength and stability of a bank with a giant California redwood tree, a 42-centimeter gun, a British tank, a great fortress, the pyramids of Egypt, with the giant figures of Atlas, Hercules and Samson, with a great bridge and with a huge endless chain."



# War's Influence on Packages

Their Advertising Value Being Affected by Changes

THE economy movement is bringing about big changes in containers for shipping merchandise. The Railroad Administration wants to cut down their sizes and weights; the War Industries Board is seeking to lessen the amount of wood pulp that goes into pasteboard boxes; the Bureau of Standards is working on another phase of the problem, and the Federal Trade Commission on another. Lumber supplies are being commandeered, and thus vitally affecting the wooden-box business.

Above all prices are sky-rocketing in a manner that is startling to all manufacturers who send out their products in containers.

Revision of packaging procedure began before the United States entered the war. The scarcity of tin months ago impelled the Secretary of Commerce to launch a campaign for fibre container substitutes. Then came the movement for the salvage of old tin cans. The latter plan seems to have built up a permanent industry, and created a market for cans at a price of approximately \$12 a ton.

Most of the changes, however, have been brought about by the necessities of war. They are coming almost every day, now that the conservation of resources is on in earnest. The ban placed by the Food Administration upon the small package of flour was a case in point, and indicates a general discouragement in that quarter of the small package. Similarly, as a means of conserving burlap, we note the disappearance beginning July 1 of the 100-, 125- and 167-pound bags of fertilizer, and the restriction of the trade in the use of new bags to a minimum of 200 pounds capacity.

The War Industries Board has recommended that shoe cartons in the future be made either of all white or gray paper with the exception of the front label and

the front flange, which may conform with the color and paper now in use. No bottom covering, trimming, stringing, fly sheets or printed tops will be permitted on cartons. This does away with a number of the expedients which shoe manufacturers have resorted to in the past in order to render their packages distinctive in appearance.

## ACCOMPLISHING THE IMPOSSIBLE IN PACKAGE REFORM

Under the influence of war-time conservation coupled with high prices many food specialties that formerly went to consumers in glass jars or bottles are now obtainable only in tin receptacles. In turn, the manufacturers of tin foil and collapsible tin tubes have, on the suggestion of the War Industries Board, found means to effect large savings by reducing the tin content and by the substitution of other material for containers. Furthermore, a plan is now being perfected for the recovery of a large part of the tin used in foil and tubes. Through a campaign of advertising, by means of notices on the packages and other methods, consumers of articles packed in foil or tubes will be induced to save these receptacles and turn them in at the nearest Red Cross centre. It is estimated that this plan will result in the recovery of 3,000 to 5,000 tons of tin per annum. Tobacco manufacturers have just reached an agreement by which black plate will be substituted for tin plate for most tobacco cans, thereby effecting a saving of probably 750,000 base boxes of tin plate per annum.

When Government agencies see a need of package revision in a certain industry, it is the custom to explain the situation to the manufacturers concerned and let them work out their own economies. This does not mean, however, that no help will be rendered.

# PRAIRIE FARMER

Farm Paper Record  
in Illinois

First six months  
1918

**Prairie Farmer**  
Gained 52,920 Lines  
Second paper lost 10,086 lines

Washington Press Figures (Agate)

## Total Circulation

Dec. 31, 1917  
A. B. C. Statement

ILLINOIS .	87,388
Indiana . . . . .	5,795
Wisconsin . . . . .	5,431
Iowa . . . . .	4,638
Michigan . . . . .	4,191
Ohio . . . . .	2,423
Miscellaneous . . . . .	2,591

Total 112,457

**SINCE 1841**

**First in  
Illinois**

**SINCE 1841 → PRAIRIE FARMER - Chicago**

**BURRIDGE D. BUTLER, Publisher**

# CHESTER

It isn't any longer a question, who knows Chester? It's the question, who is the able-bodied citizen that doesn't know of Chester, what it is, where it is, what it amounts to, etc.?

What we intend to do is to let you know through the columns of PRINTERS' INK how really big Chester is, what has been accomplished, all about its progress and how these newspapers, the CHESTER TIMES and THE MORNING REPUBLICAN, working in combination, blanket the great Chester market.

*The Only Daily Newspapers Published in Chester City  
and Delaware County*

**CHESTER TIMES and  
THE MORNING REPUBLICAN**  
Chester, Pa.

FOREIGN ADVERTISING  
303 Fifth Avenue, N. Y.

FRANK R. NORTHRUP, Manager  
1510 Assoc. Building, Chicago

## PHOTO-CHROMOTYPE ENGRAVING CO.



An organization of Expert Artists and Engravers producing the highest quality of Halftone, Line and Color Engravings. Special Department for Brass and Steel Dies.

920 RACE STREET - PHILADELPHIA, PA.

The National Bureau of Standards has been at work on a number of these container problems. For example, this institution has set itself the task of discovering a suitable paper that will be possible of use for cement, lime and gypsum bags, and that will afford a satisfactory substitute for the more costly fabric bags.

#### CANS EXCEED CONTENTS IN COST

The National Government where it has made recommendations as to changes in containers has almost invariably urged the adoption of fibre or corrugated containers to replace wood boxes. This has been the conclusion reached from the study of the canning industry, the latest subject to receive the attention of the economists of the Federal Trade Commission. It was found that fully 70 per cent of the cost of a case of canned vegetables is represented by the cost of the produce, and the expense of the cans and cases. In the year 1916 the Commission finds that this 70 per cent was about equally divided between the raw material and the cans and cases. In 1917, however, the price of cans advanced with the result that last year the containers actually cost more than the goods that were put in them. In 1916, twenty-four No. 2 cans cost 30 to 40 cents, and in 1917 the cost was 50 to 60 cents. Meanwhile the cost of cases or boxes had advanced from 7.5 cents in 1916 to approximately 9.5 cents in 1917.

Not only is the Government recommending the elimination by manufacturers in many lines of the small and "trial size" packages but it is urging an increase in the size of wholesale units—that is, in the quantity sold to the trade under one cover. To revert to the canning industry, it may be cited that the Trade Commission recommends that canned products be packed thirty-six instead of twenty-four to the box or crate.

A few surprises with respect to containers have resulted from the war-time disclosures. One of these involves the prestige of the

wooden box which has long been regarded by many manufacturers as the ideal container for every commodity to the purposes of which it is adapted. Now comes the Postoffice Department and reports the damage of a large proportion of the articles packed in thin wooden boxes destined for American troops abroad. Heavy wooden boxes are unsuited to this service by the reason of their weight and the liability of damage to the mail sacks and the light wooden boxes appear not to measure up to requirements. Accordingly, the Second Assistant Postmaster General has issued instructions to postmasters to recommend that articles destined for members of the American Expeditionary Forces be either packed in strong, corrugated boxes or wrapped in heavy paper, sacking, bagging or cloth. That there is a general disposition to search out containers especially adapted to the commodities to be conveyed is indicated by the action of a prominent seed firm in recently introducing bags of waterproof fabric for the inclosure of paper seed packets when sent by mail.

No reader of PRINTERS' INK need be told that there is keen rivalry between the makers of wooden packages and the producers of fibre containers. And with characteristic competitive spirit each claims, in the present emergency, that the use of his medium is in furtherance of the cause of conservation. In behalf of wooden boxes it is claimed that the enormous quantities of low-grade lumber that go into boxes—as much as one-sixth of the saw-mill output of the United States—would be of virtually no use for any purpose if not converted into boxes. Fibre-box manufacturers meet this claim with an equally emphatic contention that their type of container likewise is produced from raw material that would be wasted was it not for the outlet thus afforded. Government officials in their recommendations are apparently moved chiefly by considerations of saving weight, which is translated into

conservation of transportation facilities and a saving of fuel.

That retail merchants are giving thought to container problems apart from the deliberations of manufacturers was evident during recent meetings at Washington at which representative retail clothiers conferred with officials of the War Industries Board on delivery problems, etc. The proprietor of a large clothing store located at Harrisburg, Pa., related that he has been able to dispense entirely with the use of the large and expensive pasteboard boxes in which it has been the custom to deliver men's suits. The alternative he has adopted is to send out each suit on an inexpensive hanger, protected by a paper bag, and he was understood to say that this plan is found less expensive than the box method.

#### WASTE IN CHRISTMAS BOXES

One war-time economy that it has been indicated to the Washington correspondent of **PRINTERS' INK** is almost certain of adoption is the abolition of the use of special boxes or containers for standard specialties destined for use as Christmas gifts. When certain officials recently launched a propaganda to discourage the giving of any merchandise, or merchandise other than absolute necessities, as Christmas presents, they aroused such a storm of protest that they weakened somewhat in their resolve for reform. But discouragement of the use of fancy containers as a means of stimulating holiday trade is deemed by conservative officials to be a logical and consistent economy. It is urged that the extra cost of such boxes and the loss on boxes that are not used and cannot be carried over without deterioration must be deemed an economic waste in times such as the present.

While Uncle Sam is throwing the weight of his influence in favor of simple containers, no more expensive than circumstances demand, he is in no position to go to extremes. The specialists of the United States Bureau of Markets who are as-

sisting agricultural producers to sell their products to the best advantage are continually preaching the importance and value of an attractive package and one that will, where the necessity presents, enable the contents to retain flavor, etc. It is also recognized that the "Cash and Carry" or "Carry Your Own" movement requires for its success an attention to the packaging problem with a view to providing forms that the average customer can convey without difficulty or embarrassment. Finally, it is conceded by the Federal officials that if the mercantile world is to meet the withdrawals of store clerks under Provost Marshal General Crowder's "work or fight" order by an adoption or adaptation of the "serve self" principle, it will be necessary to O. K. the forms of packaging that will render possible automatic salesmanship.

An odd outcome of the development of the thrift instinct in America, as reported by some Government specialists is found in a preference in the purchase of goods for those wares that come in containers that may be made to serve a useful purpose in the household. This has long been a factor in salesmanship in Central America, where certain brands of American goods have the bulge on the market because they come in "tins" that are esteemed by the natives by reason of their ready convertability into receptacles that are permanently useful in a humid climate. A suggestion of the same spirit has been seen in the United States in the demand for Johnson's "Educator" Toasterettes and certain National Biscuit Co. and Loose-Wiles specialties that come in metal boxes that "come in handy." The extension of this influence is attributed in part to the home canning and preserving movement in this country. Our informant tells of a case where a family shifted from a competitive grape juice to Welch's because the latter is obtainable in a four-ounce bottle that the housewife has pronounced "just right" for catsup, etc.

·LIFE·

# SOLIDITY

Zone postal rates or increased paper and manufacturing costs will not affect LIFE'S circulation one iota.

The sound policy of charging the reader full subscription price, \$5.00 per year and getting it has always been LIFE'S rule.

No explanations, excuses or adjustments are in order.

LIFE in excess of 150,000 net cash paid per issue and we repeat 24K gold standard circulation.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

# ROYAL

## COLOR ELECTROTYPES

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

ROYAL ELECTROTYPE COMPANY  
PHILADELPHIA



**T**WO complete engraving plants-fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY  
PHILADELPHIA

NEW YORK



## S. N. P. A. Holds "Win the War" Convention

CO-OPERATION and conservation were the two thoughts uppermost in the minds of the delegates at the meeting of the Southern Newspaper Publishers' Association, held at the Grove Park Inn, Asheville, N. C., last week. Added to these, and running through the entire proceedings of the convention was the thought that now dominates with all Americans, "What can we do to help win the war?"

In addition to a large number of newspaper publishers, Asheville entertained at the same time meetings of the Southern Advertising Association, Southeastern Advertising Association, and Southern Agricultural Publishers' Association.

Among the speakers at the S. N. P. A. meeting—the sixteenth annual convention of the association—were Stanley Clague, managing director of the Audit Bureau of Circulations, whose address appeared in **PRINTERS' INK** last week; Jason Rogers, publisher of the *New York Globe*; L. B. Palmer, New York, manager A. N. P. A. and Frank B. White, Chicago, manager Agricultural Publishers' Association.

At the beginning of 1917 the association had seventy members. This has been increased, the secretary reported, to 127 active members, representing a combined circulation of more than 2,200,000.

All the officers were re-elected as follows: President, F. G. Bell, Savannah, Ga., *Morning News*; first vice-president, J. H. Allison, Nashville *Tennessean*; second vice-president, Montgomery, Ala., *Advertiser*; secretary-treasurer, W. C. Johnson, Chattanooga, Tenn., *News*.

The executive committee is made up as follows:

Victor Hanson, Birmingham *News*; E. M. Foster, Nashville *Banner*; C. B. Johnson, Knoxville *Sentinel*; R. S. Jones, Asheville *Citizen*; F. C. Withers, Columbia

*State*; W. T. Anderson, Macon *Telegraph*; W. A. Elliott, Jacksonville *Times-Union*; S. L. Slover, *Ledger Dispatch*; M. E. Foster, Houston *Chronicle*; A. G. Newmyer, New Orleans *Item*; H. Giovannoli, Lexington *Leader*; W. G. Bryan, Atlanta *Georgian*.

## Publicity Body for Western Railroads

P. S. Eustis, chairman of the western passenger traffic committee, last week appointed a western lines advertising committee, composed of W. H. Simpson, general advertising agent of the Atchison, Topeka and Santa Fe, chairman; C. R. Custer, general advertising agent of the Chicago and Northwestern, and T. T. Maxey, advertising agent of the Chicago, Burlington and Quincy.

This is the first committee of its kind appointed by any of the regional passenger traffic bodies under the Railway Administration.

The appointment of these men is in an advisory capacity, recommending to the Eustis committee requirements of the lines in such matters as pertain to the entire western region.

Up to the present time railroad advertising has been almost entirely confined to that of an informative character, advising the traveling public of changes in train schedules and the like. It is possible, however, that the duties of this committee will be gradually to enlarge the scope of advertising, particularly as regards service to Uncle Sam's national parks and, later on, to cover a similar field with respect to winter resorts this fall and winter.

## The Advertising Fund of St. Louis

Speaking for Charles F. Hatfield, of San Francisco, who is president of the Community Advertising Department of the A. A. C. of W., Harry M. Crutcher, of St. Louis, told the community advertising men at the San Francisco convention that St. Louis is to have a fund for the advertising of that city.

"The municipality of St. Louis," he said, "has recently made an appropriation of \$12,500, to which is added an equal amount through the assistance of the Chamber of Commerce and Advertising Club, which is to be the basis of a fund of \$75,000 or \$100,000 to be spent in advertising the advantages of St. Louis commercially, industrially and as a great central convention city."

## McTighe With "Woman's Weekly"

A. D. McTighe has been appointed Eastern advertising representative of the *Woman's Weekly*, Chicago, with headquarters in New York.

# Trust Company by Direct Mail Increases Business 220 Per Cent

The Showing of One Department of a Canadian Financial House—  
Suggestion for Co-operative Campaign of Trust Companies

By T. H. Yull

Advertising Consultant, Canada Trust Co., London, Canada.

Speech before A. A. C. of W. Convention in San Francisco.

**I**N Canada the larger trust companies, in addition to the usual trust departments, have a guaranteed investment department. This department receives money for investment, and repayment is guaranteed at the end of a stated term with interest at a fixed rate payable half yearly. This department gives wide scope for good advertising and brings the company into touch with many people of means. When such a person intrusts the company with funds for investment, he or she becomes a prospect for the estate department. A person leaving money in the care of a trust company to be invested will assuredly be willing to leave his or her affairs in the same hands. The funds of this department are largely invested in farm mortgage security, and it can easily be realized that incalculable aid is rendered, the nation in its efforts for greater food production by the bringing together of the farmer who wants to borrow and the moneyed person who wants to lend. The trust companies of Canada have over \$40,000,000 borrowed in this way, the bulk of which has been loaned out on first-class farm mortgage security.

Coming back to our advertising—since 1914 the guaranteed investment department of the Canada Trust Company has shown an increase of 220 per cent. We attribute this mainly to staff co-operation and direct-by-mail advertising. These splendid results, achieved in a period that began with the war, have proved to us beyond all question the necessity of thoroughly educating the prospect. From the begin-

ning of this campaign the officers of the company felt that direct-by-mail advertising was the best method of conducting the necessary education of the public, and, as the results began to show, the direct-by-mail method was quickly applied to other departments with correspondingly good results.

We used three forms of approach—folders, booklets and letters. It was realized that some different and greater force than that possessed by the average booklet or letter must be used to produce results in the minds of the class of prospect we had to work upon and to produce results of the nature we were after.

A series of well-written, well-printed folders containing a facsimile reproduction of the bond and coupons was prepared. In passing I might say that it has been abundantly proven that the main reason for the unusual success of these folders was that we showed fac-similes of the bond and coupon. As a matter of fact, we have consistently tried to embody in our advertising matter the sound merchandising and advertising maxim of Arthur Brisbane, "A good picture is worth a million words." A good many prospects actually came into our offices holding in their hands the identical folders or letters that we had mailed them.

It is trite to say that 80 per cent of goods are sold through the eye. Financial advertising is among the hardest, is perhaps the hardest to illustrate pertinently, but the financial prospect is just as susceptible to the pulling power of a "right" illustration as the purchaser of a piano, a cake of soap, a typewriter or an automobile.

# SCIENTIFIC MECHANICS

## A Magazine for Active Men

September tenth will see a new magazine on the news-stands. New in name and make-up, but already eleven years old in its original field—with the prestige of eleven years in circulation and advertising—with a following which is perhaps closer to it than the following of any magazine you can name.

**SCIENTIFIC MECHANICS** is an evolution. It is planned to meet the call for a high grade scientific magazine of the popular type,—not too deep, not too technical, but big enough and broad enough to cover the bigger achievements in the world of mechanics.

Back of every scientific discovery and every mechanical invention there's a story of deep interest to the man of a practical turn of mind. Such a story appeals to men of the active type, men who work hard, play hard, make money and spend it, and find their recreation in motor cars, motor boats, airplanes and other mechanical hobbies. The editorial policy has been developed with this type of men in mind.

**SCIENTIFIC MECHANICS** will be the new flat size, 429 lines to the page, the same as *Cosmopolitan*, and will be distributed by the same wonderful magazine selling organization. The circulation for October (on sale Sept. 10th) will be 40,000—for November 50,000, with at least a round half million as the ultimate objective.

*Put this down on your schedule now  
October forms close August fifteenth*

# SCIENTIFIC MECHANICS

(Formerly MoToR Boating)

119 WEST 40th STREET

NEW YORK CITY

# Save Postage

The use of *Hermes Book*,  
Dull Finish, and *Elseca Super*,  
High Finish, means real  
saving in postage. In quality  
they have no equals among  
uncoated papers.

CLARKE & COMPANY

225 FIFTH AVENUE  
NEW YORK

General Sales Agent for Book Papers  
Manufactured by Crocker, Burbank & Co.

## The Sig-No-Graph Arrests Attention



The Sig-No-Graph is a display sign—and more. Its pleasing, ever-changing light effects arrest attention wherever seen, bringing out the best in quality and finish in the merchandise with which it is displayed and holding the interest of the onlooker until the name of the product is fixed in the mind. The Sig-No-Graph is a constant reminder to buy.

Write for our booklet—"Winning Sales With the Sig-No-Graph"

# THE SIG-NO-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

The first and most vital step in any direct-by-mail campaign is the compiling of the mailing list. In Canada postmasters must display in their offices the lists of rural box holders they serve, and by carefully culling the names of non-prospects, a first-class mailing list of good farmers in any district may soon be compiled. Keeping the mailing list up to date is only secondary in importance to the work of compiling. The cost in time and money is only a fraction of the amount that can be wasted and worse than wasted by a periodical canvass of "dead" names.

Supposing you have a mailing list to-day and you go at it with a pruning knife mercilessly. Suppose you cut off 1,000 worthless names, then for every piece of advertising matter you have been sending to that list you are going to save 1,000 copies, 1,000 clips or fasteners, 1,000 envelopes (if you use an envelope), 1,000 less for your staff to handle, and 1,000 less postage stamps of the denomination required. So if you are now sending out only 1,000 too many, you are incurring a loss that will mean a considerable sum by the end of a year. Even more serious than this monetary loss is the undoubted loss of prestige that comes from sending two or three circulars to the same prospect at each mailing, and continuing to mail your literature to a deceased person.

In compiling a good mailing list for towns or cities you have on your hands a problem that will call for the best brains and most painstaking effort you are able to command. Changes of address are more frequent and necessitate closer checking up if you are going to keep your lists "alive," but, although the work of building good city lists means time, work and care, the results will amply justify the pains taken.

Where shortage of help in your advertising department prevents adequate checking of your city lists, you will get infinitely more satisfactory results from a small list of carefully selected names.

We have found that it pays to employ the latest mechanical equipment for mailing, and where speed is an essential modern mailing machinery is indispensable.

In most trust companies the advertising of the estates department is still in its early stages. A slow and laborious process of education is under way—that of enlightening the masses of the people to the advantages of corporate executorship. When judged by actual cash results, such advertising seems tremendously costly. Practically every trust company of any consequence is engaged in this herculean effort single-handed; that is, each company is conducting its own educational campaign of advertising, although the basic facts are the same in every case and the statements made in the advertising are identical in substance and differ only in the phraseology.

I believe that to secure the best possible results from estate department advertising expenditure the small local individual educative campaigns now being waged by this and other trust companies should be merged into one great compelling nation-wide effort.

You and I to-day are using and enjoying certain foods, certain materials, certain service and other things simply because the dozens or hundreds of purveyors of these foods, materials or services undertook a collective campaign of advertising to convince and convert us to the advantages consequent upon the use of their joint product.

Co-operative advertising of trust companies would dispel the doubt and ignorance now pervading the minds of the general public on the subject of estates management and would inevitably go far towards ending the ancient and dishonored custom of selecting individuals as executors.

#### Added to Business Paper Staff

Katherine Dangerfield, for three years on the advertising staff of the Charles William Stores, Brooklyn, has joined the advertising department of the *American Hatter* and the *Millinery Trade Review*, New York.

# The Peculiarities of Film Advertising

The Progress This Medium Is Making

By Harry Levey

Industrial Department, Universal Film Mfg. Co.

Address before San Francisco Convention, A. A. C. of W.

THE weak link, if not actually the missing link in the industrial film field, has been distribution. Twenty years ago, when motion pictures were *really* "in their infancy," industrial subjects were among the first made, especially in England. But at that time the public would pay money to see any kind of picture that moved and the photoplay had not been invented.

Followed then the screen drama and its high personal interest, its story development and its thrills quickly wiped out public demand for any other kind of picture. This demand is steadily returning. The popularity of the news weeklies and of good travel pictures attests the public's interest in "things that really happen."

But through all the years of motion-picture progress American manufacturers have been making records of their processes and telling their story in pictures. Mostly when they had them they didn't know what to do with them. They gave a few private showings or secured some local distribution and the films were put away to stay.

The possibility of local distribution opened the way to local merchants and the short trailer, distributed by personal arrangement with the exhibitor, came into vogue. Its scope and appeal were, however, extremely limited and the problem of industrial film distribution remained substantially unsolved.

Interest in processes of manufacture was revived by their inclusion in the weekly film releases known as magazines, in which four or five diversified subjects were included in a single reel.

In this length—from 150 to 300 feet—an industrial or other process subject, sandwiched as it was between lighter topics proved decidedly popular and interesting. The scenes were short and the more pictorial phases were selected. Added to this, recent improvements in photography and the increased use of the closeup and a decidedly effective step forward was made.

The magazines again opened the subject of screen advertising. Was it not possible to present a manufactured article so interestingly that the public would accept the advertisement as part of the regular screen diet? This has been established as the case.

Just as the public is interested in the advertising columns of the newspapers and magazines and as effective display is a factor, so cleverly presented advertisements proved, if not an actual drawing card, at least an acceptable small part of the daily programme.

## SOLVING THE PROBLEM OF GETTING CIRCULATION

As these magazines had a large, established and paid circulation the problem of getting distribution for short-length industrials was solved—if the subjects were sufficiently interesting in themselves. That, of course, was largely a matter of the ingenuity of the industrial producer. As a matter of actual experience we have found few articles about which there is not some genuinely interesting film story to be told.

But the problem of getting circulation for full reel and multiple-reel subjects was not so easy, even though they were treated with ingenuity. It became plain that distribution through the regular film selling channels was not wholly

This is No. 3 of a series  
of 9 advertise-  
ments

No. 4 will appear in the  
next issue



## Merchandised

Each of one hundred thousand people do not pay \$3.00 to a Publisher for nothing. People pay for what they WANT. That is why over two thousand new subscribers weekly have been added to WOMAN'S WEEKLY since September 1st, 1917.

WOMAN'S WEEKLY has real pulling power. A new weekly magazine for women, which under war conditions, has received in subscription contracts, in less than one year, over three hundred thousand dollars, is certainly being read by the subscribers.

Advertisers who can make use of this medium should get results.

# Woman's Weekly

A Magazine of Service to Womanhood

10 cents a copy

\$3.00 a year

PUBLISHED BY

THE MAGAZINE CIRCULATION CO., INC.

333 S. Dearborn St., Chicago

Est. 1900—inc. 1908

## PAPER and ENGRAVINGS

No matter what conditions may arise in the paper market, we can help you solve any incidental engraving problems that may trouble you. For instance,—

Should the coated paper output be restricted by the Government, our "Ruffstock" Half-tones, specially prepared for printing on uncoated papers, will be found admirably adapted to a great variety of uses.

A special article and demonstration of "Ruffstock" appeared in the Inland Printer of June. It is worth seeing! Whatever your Engraving needs, confer with us. No obligation entailed.

H. A. Gatchel, President C. A. Stinson, Vice-President

**GATCHEL & MANNING**

**PHOTO-ENGRAVERS**

Opposite Old Independence Hall

**PHILADELPHIA**



effective. The units were too small and too irregular to use the established machinery of the exchanges.

The solution lay in enlarging the method of the local merchant with his trailers—in special personal contact with the exhibitor and in having something to give him that his patrons would be interested to see.

Offhand, this sounds very simple, but it has not proved so. Nevertheless the problem of distribution has actually been solved and we are now conducting national campaigns of advertising through the films.

A very large part of the success of these campaigns lies in a recognition of the value of indirect advertising. I am aware that the majority of advertisers believe that the only way to sell their goods effectively is the direct punch—the hammering home of the name and merits of their goods with loud proclamation.

There is, as you know, another way. By means of a tieup the article to be advertised becomes of secondary prominence, though not necessarily of secondary importance. For example, a drama may be built on which the future of two lives is in the balance. It is almost a matter of life and death. There is tense suspense and moving dramatic conflict. The emotions of the spectator are at a high pitch. But there is a key to the solution of this human problem—some simple thing. Let us say that it is a special kind of soap. The mention of that soap might come first in the last few feet of film and it might seem entirely casual. But the whole story has hung upon it and so it has the emphasis of every bit of emotion that has been developed in the progress of the drama—the casually mentioned cake of soap “goes over with a punch.” And it will not be forgotten.

That is the indirect appeal and it is an extraordinarily effective one when skilfully used, either in writing or in pictures.

An example of this method of presentation that we now have in

national circulation is called “Over the Roads to War.” It is the story of the part that roads of France and of America are playing toward victory, showing the moving of troops over the magnificent highways of Europe and our own use of our all-too-few military highways for the moving of supplies.

But this picture also shows the part that automobiles are playing in the use of roads for military purposes and it follows the travels of a test fleet of automobiles through the eastern states. The trip itself covered historic ground and is intrinsically interesting but it has a secondary value. The test was not of cars but of tires and the film showed that with better treatment rubber tires will last much longer than they do ordinarily, thereby saving rubber for war purposes.

These facts having engaged our attention, we are interested to discover that the tires are Firestones and that it is part of Firestone policy to advocate the conservation of rubber, not for its own pocket, but for the benefit of the nation and our allies. Thus “Firestone” is insinuated into our consciousness unforgettably and at the same time we have learned much of value and been engagingly entertained.

A somewhat similar but even more notable example of national film advertising with the indirect appeal is the Universal Film Manufacturing Co.'s “Careless America” film, which is a Safety First traffic preachment of national value and that also ties up with the conservation of tire rubber.

In this case the main story was of such interest that we have the hearty co-operation of the entire traffic regulation forces of the country for its distribution and probably no film yet made that is not drama will equal it in circulation.

It will be seen, then, that the problem of circulation depends upon various factors, including especially, direct contact with the exhibitors, but that it can be and has been solved.

## ***An OFFSET PAPER with A Reputation to Maintain***

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

## **EQUATOR OFFSET**

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible

*Send for samples and prices*

## **SEAMAN PAPER COMPANY**

Formerly

**BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

**CHICAGO**

208 So. LaSalle St.

**NEW YORK**

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

The factors that affect the future are the patience of the public and the skill of the producer. It is entirely conceivable that so much clumsy and dull advertising film might be thrust upon the notice of a public that has paid to be entertained that it would revolt and refuse all of it. But this is not likely. There is no objection to advertising film *per se* and the public has an assiduous guardian in the watchful exhibitor. He has one eye always on the box-office and the other on his screen and he is too clever to jeopardize his business by filling up his programme with the one thing that the public will not stand and should not bear with—dull film.

The advertiser who has something engaging to say that is worth saying and the industrial producer who is resourceful and conservative have a long and most effective career together ahead of them. The field is almost untouched.

### Has He a Real Grievance?

CLAREDALE, ARIZ., June 22, 1918.

Editor of PRINTERS' INK:

After idealizing for many months Charles M. Schwab's aphorism, "Nothing is so plentiful in America as Opportunity. There are more jobs for forceful men than there are forceful men to fill them" and then reading the June 6 PRINTERS' INK Class Room editorial, in part—"But consider the feelings of the man who is looking for a position and who happens to be of draft age," one begins to wonder if the "Age of Ages" has yet with its terrible lessons gained much headway in the cranium of the American business man.

It is true that we must devote a great deal of our energy to the immediate victory of this war, but it is just as true that we must be fully prepared to care for our men and conditions after the war that we may fully show them, not in words but in deeds, our gratitude for their service to humanity. We need funds now, we need cheery attitudes, we need sincerest expressions of loyalty, but greater than these is the willing hand to show by actual deeds our avowed pledge of service to them when they have returned from the front.

We read of great broadminded plans covering not only the present administration of the war but also the aftermath when the returned men will need further care, attention and education for their readjustment to make a living, but what do we read of plans for men in special service who have tried to enter every branch, have been rejected, who positively cannot get into active

service and then have to face community sneering of "Why don't you go to war?" And behind this shield the employer often seems to hide, to hamper the ambitions of the special service man and thereby to add to his own personal profit.

Granted that many real men are abroad in the service, but is it not just as true that many are at home who are using every possible means to serve the Government in some capacity? Many through the responsibility of families, of special service classification, etc., are not only barred from active service but worse, as the Schoolmaster intimates, they seem barred from everything. What though they give their every mite to help the cause, do all they possibly can to help their employer maintain his business safely and profitably without sufficient men, spend long evenings in community work, and do all this willingly, yet do the leaders of industry recognize their talent and energy? It seems that the opportunity of the un-called draft man is shut off and even though he may be ambitious to reach greater heights of success, to be of greater help to the returned soldiers, he must always be reminded that he is not at war and hence must be content with whatever is portioned out to him, just or unjust.

EUGENE M. BARRON.

### Kolynos Advertises Its War Uses

In newspaper advertising the Kolynos Company, New Haven, Conn., is telling of the results of three years' experience of Kolynos with the armies in the field. Some of the uses to which the manufacturer claims this dentifrice may be put are interesting:

"Rubbed on the gums with the finger, it gratefully cools and refreshes the mouth and increases the flow of saliva—important on a long, dusty march.

"It is very helpful in trench gingivitis.

"Where other first-aid is lacking, its application to wounds cleanses and disinfects.

"In burns it gives relief by excluding air; and it promotes healing.

"Dissolved in water and used as a gargle, it relieves the over-strained and inflamed throat.

"Applied to the nostrils it is helpful in the early stages of a cold.

"In base hospitals, where complicated wounds and fractures of the mouth and jaws are treated, Kolynos has been found of great value by reason of its cleansing, antiseptic, deodorizing and disinfecting properties."

### Garrison with Allied Publicity Bureau

C. W. Garrison, for about two and a half years connected with the McGraw-Hill Company, Inc., New York, on the staff of the *Engineering News-Record* and later of the *Contractor*, has become associated with the Allied Publicity Bureau, Cleveland.

# A NEW FEATURE

## OF THE

# American Newspaper Annual and Directory

The Annual and Directory originated in the need of our own organization, when placing advertising, for information as to where the publications of the country are, what they are like and what is happening to them. The book stands in type the year around and is revised from day to day as the numerous changes in the newspaper world are discovered and verified. Some idea of the magnitude of this work may be obtained from the statement that perhaps 15,000 changes of one kind and another have already been made for the volume that is to appear on January 1, 1919.

It has long been our custom to advise our own people of the most important of these changes as they reach the editor. It has now occurred to us that it might be well to share this knowledge with the patrons of the book. We have accordingly issued a list of material changes in the publications of the country for the first half of 1918. These include only such as tend to interest advertisers and publishers; that is, changes of name, issue, consolidations, suspensions and removals. With this we have included a list of all new papers received up to the 10th of May and found worthy of insertion in the next issue of the Annual.

This pamphlet, entitled "Mid-Year Supplement," will be sent without charge to those who have purchased the 1918 Annual and Directory, as far as we have their addresses, and it will also be furnished to any who may buy this volume. We shall be interested to learn how patrons of the book regard this attempt to extend and improve the service which it seeks to render them.

**N. W. AYER & SON**

*Publishers of the American Newspaper  
Annual and Directory*

Philadelphia, July 1, 1918.

# WHY NEW ENGLAND APPEALS TO ADVERTISERS

*The land of trial campaigns  
A nursery for beginners  
A proving ground to make sure.*

New England appeals to advertisers because in no other section is there so much capacity and readiness per mile to purchase goods.

This ability to buy is founded upon an unusual density of population, composed of people of means or those employed at well-paying labor—men and women whose condition and occupations give them incomes on which to live liberally. They are ready purchasers because they have ready money.

An advertising campaign is like a play; you never can tell until the audience has passed on it.

You may take a modest appropriation and try it on the 7,000,000 people of New England. Their judgment will be that of the 100,000,000.

If all New England is too large for you, these 15 will prove your proposition.

**FITCHBURG, MASS., SENTINEL**  
Daily Circulation 5,587  
Population 39,656, with suburbs 150,000

**LYNN, MASS., ITEM**  
Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

**LOWELL, MASS., COURIER-CITIZEN**  
Daily Circulation 18,145 net  
Population 114,366, with suburbs 150,000

**SALEM, MASS., NEWS**  
Daily Circulation 18,949 net paid  
Population 43,697, with suburbs 150,000

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 36,623  
Population 100,000, with suburbs 250,000

**TAUNTON, MASS., DAILY GAZETTE**  
Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000

**PAWTUCKET, R. I., TIMES**  
Net Paid Circulation 23,852, A. B. C.  
Serves territory of 130,000

**BRIDGEPORT, CT., POST and TELEGRAM**  
Daily Circulation 37,604, net A. B. C.  
Population 150,000, with suburbs 220,000

**NEW HAVEN, CT., REGISTER**  
Daily Circulation 20,461  
Population 150,000, with suburbs 175,000

**NEW LONDON, CT., DAY (Evening)**  
Daily Circulation over 10,700—2c copy  
Population 30,000, with suburbs 60,000

**MERIDEN, CT., JOURNAL**  
Daily Circulation 5,120  
Population 37,265, with suburbs 50,000

**WATERBURY, CT., REPUBLICAN**  
Daily Circulation 11,083 net paid  
Population 73,144, with suburbs 100,000

**PORTLAND, ME., EXPRESS**  
Daily Circulation 23,971  
Population 58,571, with suburbs 75,000

**BURLINGTON, VT., FREE PRESS**  
A. B. C. Daily Circulation 10,304 net  
Population 22,000, with suburbs 40,000

**MANCHESTER, N. H., UNION and LEADER**  
Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

## Pooling of Deliveries to Households

Pooling of deliveries from stores in large cities, and distribution of milk, ice and other household necessities under a similar arrangement, advocated at various times from an economic standpoint, is now deemed essential as a war measure. That such a system would release 200,000 draft age men now on delivery work, who will become available for military or productive service, has given a new impetus to the proposition, and the matter is being taken up in the large cities by War Industries Board.

Merchants' associations have realized necessity of pooling their deliveries, but some difficulty is still being experienced with unorganized milk and ice men who are slow to understand the advantages to themselves and to the Government.

A campaign to replace grocery clerks by women employees, and to place women and girls in all positions now held by men within draft age whose services can be turned to useful war work is also under way. These measures are all a part of the general scheme for industrial reorganization of the country within the next few months in preparation for an increase in draft age certain to be made during fall session of Congress.—*Boston News Bureau.*

## Cost \$2,709,480 to Raise Liberty Loans

It cost the Government \$2,709,480.30 to raise all the billions through the three Liberty Loan issues, according to an announcement made in Washington last week. The engraving and printing of the bonds cost \$744,559.44. The paper cost \$171,820.22. Insurance of the bonds sent from the Treasury to the banks cost \$103,860.52.

The great publicity campaigns which preceded each issue made necessary an expenditure of \$176,157.74. The buttons which bond owners proudly wear cost \$21,777.64. The printing and pasting of posters and stickers cost \$38,414.63, although the services of the artists were given gratis. Other items were for salaries, travelling expenses, rentals of offices, postage and printing. Almost half the total expenditure—\$1,246,650.31—was made by the various Federal Reserve Banks.

## J. L. Rook Gets Leave of Absence

J. L. Rook, advertising manager of the *Canadian Home Journal*, Toronto, has been granted six months' leave of absence to enable him to devote all his time to the services of the Canadian Service Flag Company. W. G. Rook, president of the *Canadian Home Journal*, is the originator and owner of the Service Flag Co.

# PORTLAND (Maine) Evening Express

*The Best Paper in a  
Live City*

PORTLAND—Maine's largest city is the state's Wholesale and Jobbing Center. Also the largest retail merchandising market.

The EVENING EXPRESS is the only evening paper in Portland and goes into the homes of just about nine out of every ten newspaper-reading families in the city.

The Express' circulation exceeds 23,000 daily.

*Julius Mathews Special Agency  
Boston—New York—Chicago*

## Two Thousand Men Are Building Ships

IN

## BRIDGEPORT

*The Wonder City  
of the East*

Yes, we are even building ships. Very soon six of these will take their first plunge into the waters of Long Island Sound. And ship-building is only one of Bridgeport's many industrial activities.

THE

## Post and Telegram

*Connecticut's Largest Circulation!*

A Great "Buy" for Advertisers

*Julius Mathews Special Agency  
Boston—New York—Chicago*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$5.30. Classified 45 cents a line-net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor  
LYNN G. WRIGHT, Managing Editor  
R. W. PALMER, News Editor

EDITORIAL STAFF:  
Henry A. Beers, Jr. Bruce Bliven  
Frank L. Blanchard John Allen Murphy  
Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, JULY 18, 1918

## Printers' Ink Is Thirty Years Old

PRINTERS' INK is thirty years old. The first copy was dated July 15, 1888, and a retrospect of all the issues since gives a bird's-eye view of the growth of advertising.

When the first issue of PRINTERS' INK appeared in 1888, advertising was not the great organized force in business and social affairs that it is to-day. Here and there were advertisers who showed some understanding of the possibilities of advertising in relation to their business, but to many people advertising in those days meant a speculative method of business promotion.

The associations of advertising had often been such that it was

looked at obliquely by many conservative business men.

But American business needed advertising. The same influences leading to betterment that caused Geo. P. Rowell to start PRINTERS' INK were leading other men also to try to make advertising a more effective instrument.

PRINTERS' INK has progressed as advertising has progressed. It has endeavored sincerely to reflect not only the accomplishments of advertising, but the conditions which obviously promised a higher usefulness. This paper has always had a clear realization of its responsibilities to American advertisers. It has taken pains at all times to keep informed of tendencies and to give as effective a presentation of these tendencies as possible. It has been highly favored by receiving the co-operation and counsel of practical men who were showing the greatest success in making advertising a potent force in national marketing, and to-day, just starting on its thirty-first year, PRINTERS' INK wishes to express its gratitude to all those men, past and present, who have helped us serve the cause of better advertising.

Its editors have never claimed to be prophets. But they have sincerely tried to select from the current times those concrete achievements, those things said and done which were significant of progress and which helped improve the application of advertising.

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How do we know this? Because we are beginning to find that the products of the soil need advertising as much as any manufactured commodity. For a long time it was thought they didn't have to be advertised or that they couldn't be advertised. Now we know better. There have been so many advertising successes in this

field that there is no longer any doubt about the "advertisability" of farm products.

There are three principal reasons why people do not eat enough fruits and vegetables. In the first place, the quality varies too much. Standards are not rigidly fixed and if fixed are not strictly held to. One time the quality is high; the next time a person buys it may be low. If disappointed in this way on several occasions, the person may refuse to take any more chances.

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The third reason is that most fruits and vegetables are seasonal products. They come and are gone before people have acquired the habit of eating them. How many times, for example, does the average person eat cherries during the few weeks they are on the market? How many people have never eaten artichokes, nectarines, pomegranates and so many other dainties? How many housewives do not know how to prepare certain vegetables?

Advertising can defeat every one of these enemies of the fruit and vegetable business. Mr. Francisco explains why in detail. Advertising makes producers look more to their quality. It forces them to grade their produce, thus setting standards for the guidance of the consumer. Advertising stabilizes the produce market because it establishes an equilibrium between supply and demand. This prevents glutting. It is more satisfactory to the consumer and certainly more profitable to the growers and the distributors. Advertising gets people buying a seasonal product as soon as it comes on the market and keeps them buying as long as the

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"This is the first testimonial that we have ever given to any concern, which means that, as a general rule, we do not believe in testimonials. However, I wish to say frankly that in my estimation there are three or four agencies who are particularly well equipped to handle mail order accounts, and the fact that we place all of our advertising through your company tells you exactly what relative position you hold."

\* \* \*

We are in position to serve three or four more high grade Mail Order or Agricultural houses, either from our New York or Chicago offices. We believe we can show you a service of an unusual kind and quality.

## Wm. H. Rankin Company

Charter Member American Association  
of Advertising Agents



**WILLIAM H. RANKIN**  
President  
**H. A. GROTH**  
Secretary-Treasurer

**WILBUR D. NESBIT**  
1st. Vice-President  
**ROBT. E. RINEHART**  
2nd. Vice-President



CHICAGO: 104 S. Michigan Avenue  
WASHINGTON, D. C.

NEW YORK: 90 Madison Avenue  
619 Rineo Bldg.

The factors that affect the future are the patience of the public and the skill of the producer. It is entirely conceivable that so much clumsy and dull advertising film might be thrust upon the notice of a public that has paid to be entertained that it would revolt and refuse all of it. But this is not likely. There is no objection to advertising film *per se* and the public has an assiduous guardian in the watchful exhibitor. He has one eye always on the box-office and the other on his screen and he is too clever to jeopardize his business by filling up his programme with the one thing that the public will not stand and should not bear with—dull film.

The advertiser who has something engaging to say that is worth saying and the industrial producer who is resourceful and conservative have a long and most effective career together ahead of them. The field is almost untouched.

### Has He a Real Grievance?

CLARKDALE, ARIZ., June 22, 1918.

Editor of PRINTERS' INK:

After idealizing for many months Charles M. Schwab's aphorism, "Nothing is so plentiful in America as Opportunity. There are more jobs for forceful men than there are forceful men to fill them" and then reading the June 6 PRINTERS' INK Class Room editorial, in part—"But consider the feelings of the man who is looking for a position and who happens to be of draft age," one begins to wonder if the "Age of Ages" has yet with its terrible lessons gained much headway in the cranium of the American business man.

It is true that we must devote a great deal of our energy to the immediate victory of this war, but it is just as true that we must be fully prepared to care for our men and conditions after the war that we may fully show them, not in words but in deeds, our gratitude for their service to humanity. We need funds now, we need cheery attitudes, we need sincerest expressions of loyalty, but greater than these is the willing hand to show by actual deeds our avowed pledge of service to them when they have returned from the front.

We read of great broadminded plans covering not only the present administration of the war but also the aftermath when the returned men will need further care, attention and education for their readjustment to make a living, but what do we read of plans for men in special service who have tried to enter every branch, have been rejected, who positively cannot get into active

service and then have to face community sneering of "Why don't you go to war?" And behind this shield the employer often seems to hide to hamper the ambitions of the special service man and thereby to add to his own personal profit.

Granted that many real men are abroad in the service, but is it not just as true that many are at home who are using every possible means to serve the Government in some capacity? Many through the responsibility of families, of special service classification, etc., are not only barred from active service but worse, as the Schoolmaster intimates, they seem barred from everything. What though they give their every mite to help the cause, do all they possibly can to help their employer maintain his business safely and profitably without sufficient men, spend long evenings in community work, and do all this willingly, yet do the leaders of industry recognize their talent and energy? It seems that the opportunity of the uncalled draft man is shut off and even though he may be ambitious to reach greater heights of success, to be of greater help to the returned soldiers, he must always be reminded that he is not at war and hence must be content with whatever is portioned out to him, just or unjust.

EUGENE M. BARRON.

### Kolynos Advertisises Its War Uses

In newspaper advertising the Kolynos Company, New Haven, Conn., is telling of the results of three years' experience of Kolynos with the armies in the field. Some of the uses to which the manufacturer claims this dentifrice may be put are interesting:

"Rubbed on the gums with the finger, it gratefully cools and refreshes the mouth and increases the flow of saliva—important on a long, dusty march.

"It is very helpful in trench gingivitis.

"Where other first-aid is lacking, its application to wounds cleanses and disinfects.

"In burns it gives relief by excluding air; and it promotes healing.

"Dissolved in water and used as a gargle, it relieves the over-strained and inflamed throat.

"Applied to the nostrils it is helpful in the early stages of a cold.

"In base hospitals, where complicated wounds and fractures of the mouth and jaws are treated, Kolynos has been found of great value by reason of its cleansing, antiseptic, deodorizing and disinfecting properties."

### Garrison with Allied Publicity Bureau

C. W. Garrison, for about two and a half years connected with the McGraw-Hill Company, Inc., New York, on the staff of the *Engineering News-Record* and later of the *Contractor*, has become associated with the Allied Publicity Bureau, Cleveland.

## **A NEW FEATURE**

OF THE

# **American Newspaper Annual and Directory**

The Annual and Directory originated in the need of our own organization, when placing advertising, for information as to where the publications of the country are, what they are like and what is happening to them. The book stands in type the year around and is revised from day to day as the numerous changes in the newspaper world are discovered and verified. Some idea of the magnitude of this work may be obtained from the statement that perhaps 15,000 changes of one kind and another have already been made for the volume that is to appear on January 1, 1919.

It has long been our custom to advise our own people of the most important of these changes as they reach the editor. It has now occurred to us that it might be well to share this knowledge with the patrons of the book. We have accordingly issued a list of material changes in the publications of the country for the first half of 1918. These include only such as tend to interest advertisers and publishers; that is, changes of name, issue, consolidations, suspensions and removals. With this we have included a list of all new papers received up to the 10th of May and found worthy of insertion in the next issue of the Annual.

This pamphlet, entitled "Mid-Year Supplement," will be sent without charge to those who have purchased the 1918 Annual and Directory, as far as we have their addresses, and it will also be furnished to any who may buy this volume. We shall be interested to learn how patrons of the book regard this attempt to extend and improve the service which it seeks to render them.

**N. W. AYER & SON**  
*Publishers of the American Newspaper  
Annual and Directory*

Philadelphia, July 1, 1918.

# WHY NEW ENGLAND APPEALS TO ADVERTISERS

*The land of trial campaigns  
A nursery for beginners  
A proving ground to make sure.*

New England appeals to advertisers because in no other section is there so much capacity and readiness per mile to purchase goods.

This ability to buy is founded upon an unusual density of population, composed of people of means or those employed at well-paying labor—men and women whose condition and occupations give them incomes on which to live liberally. They are ready purchasers because they have ready money.

An advertising campaign is like a play; you never can tell until the audience has passed on it.

You may take a modest appropriation and try it on the 7,000,000 people of New England. Their judgment will be that of the 100,000,000.

If all New England is too large for you, these 15 will prove your proposition.

## FITCHBURG, MASS., SENTINEL

Daily Circulation 5,587  
Population 39,656, with suburbs 150,000

## LYNN, MASS., ITEM

Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

## LOWELL, MASS., COURIER-CITIZEN

Daily Circulation 18,145 net  
Population 114,366, with suburbs 150,000

## SALEM, MASS., NEWS

Daily Circulation 18,949 net paid  
Population 43,697, with suburbs 150,000

## SPRINGFIELD, MASS., UNION

Daily Circulation 36,623  
Population 100,000, with suburbs 250,000

## TAUNTON, MASS.

DAILY GAZETTE  
Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000

## PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,852, A. B. C.  
Serves territory of 130,000

## BRIDGEPORT, CT.

POST and TELEGRAM  
Daily Circulation 37,604, net A. B. C.  
Population 150,000, with suburbs 220,000

## NEW HAVEN, CT., REGISTER

Daily Circulation 20,461  
Population 150,000, with suburbs 175,000

## NEW LONDON, CT., DAY (Evening)

Daily Circulation over 10,700—2c copy  
Population 30,000, with suburbs 60,000

## MERIDEN, CT., JOURNAL

Daily Circulation 5,120  
Population 37,265, with suburbs 50,000

## WATERBURY, CT., REPUBLICAN

Daily Circulation 11,083 net paid  
Population 73,144, with suburbs 100,000

## PORTLAND, ME., EXPRESS

Daily Circulation 23,971  
Population 58,571, with suburbs 75,000

## BURLINGTON, VT., FREE PRESS

A. B. C. Daily Circulation 10,304 net  
Population 22,000, with suburbs 40,000

## MANCHESTER, N. H.

UNION and LEADER  
Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

### Pooling of Deliveries to Households

Pooling of deliveries from stores in large cities, and distribution of milk, ice and other household necessities under a similar arrangement, advocated at various times from an economic standpoint, is now deemed essential as a war measure. That such a system would release 200,000 draft age men now on delivery work, who will become available for military or productive service, has given a new impetus to the proposition, and the matter is being taken up in the large cities by War Industries Board.

Merchants' associations have realized necessity of pooling their deliveries, but some difficulty is still being experienced with unorganized milk and ice men who are slow to understand the advantages to themselves and to the Government.

A campaign to replace grocery clerks by women employees, and to place women and girls in all positions now held by men within draft age whose services can be turned to useful war work is also under way. These measures are all a part of the general scheme for industrial reorganization of the country within the next few months in preparation for an increase in draft age certain to be made during fall session of Congress.—*Boston News Bureau.*

### Cost \$2,709,480 to Raise Liberty Loans

It cost the Government \$2,709,480.30 to raise all the billions through the three Liberty Loan issues, according to an announcement made in Washington last week. The engraving and printing of the bonds cost \$744,559.44. The paper cost \$171,820.22. Insurance of the bonds sent from the Treasury to the banks cost \$103,860.52.

The great publicity campaigns which preceded each issue made necessary an expenditure of \$176,157.74. The buttons which bond owners proudly wear cost \$21,777.64. The printing and pasting of posters and stickers cost \$38,414.63, although the services of the artists were given gratis. Other items were for salaries, travelling expenses, rentals of offices, postage and printing.

Almost half the total expenditure—\$1,246,650.31—was made by the various Federal Reserve Banks.

### J. L. Rook Gets Leave of Absence

J. L. Rook, advertising manager of the *Canadian Home Journal*, Toronto, has been granted six months' leave of absence to enable him to devote all his time to the services of the Canadian Service Flag Company. W. G. Rook, president of the *Canadian Home Journal*, is the originator and owner of the Service Flag Co.

## PORTLAND (Maine)

### Evening Express

*The Best Paper in a  
Live City*

PORTLAND—Maine's largest city is the state's Wholesale and Jobbing Center. Also the largest retail merchandising market.

The EVENING EXPRESS is the only evening paper in Portland and goes into the homes of just about nine out of every ten newspaper-reading families in the city.

The Express' circulation exceeds 23,000 daily.

*Julius Mathews Special Agency  
Boston—New York—Chicago*

## Two Thousand Men Are Building Ships

IN

## BRIDGEPORT

*The Wonder City  
of the East*

Yes, we are even building ships. Very soon six of these will take their first plunge into the waters of Long Island Sound. And ship-building is only one of Bridgeport's many industrial activities.

THE

## Post and Telegram

*Connecticut's Largest Circulation!*

A Great "Buy" for Advertisers

*Julius Mathews Special Agency  
Boston—New York—Chicago*



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor  
LYNN G. WRIGHT, Managing Editor  
R. W. PALMER, News Editor

## EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven  
Frank L. Blanchard John Allen Murphy  
Chicago: G. A. Nichols  
London: Thomas Russell

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NEW YORK, JULY 18, 1918

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## Printers' Ink Is Thirty Years Old

PRINTERS' INK is thirty years old. The first copy was dated July 15, 1888, and a retrospect of all the issues since gives a bird's-eye view of the growth of advertising.

When the first issue of PRINTERS' INK appeared in 1888, advertising was not the great organized force in business and social affairs that it is to-day. Here and there were advertisers who showed some understanding of the possibilities of advertising in relation to their business, but to many people advertising in those days meant a speculative method of business promotion.

The associations of advertising had often been such that it was

looked at obliquely by many conservative business men.

But American business needed advertising. The same influences leading to betterment that caused Geo. P. Rowell to start PRINTERS' INK were leading other men also to try to make advertising a more effective instrument.

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"This is the first testimonial that we have ever given to any concern, which means that, as a general rule, we do not believe in testimonials. However, I wish to say frankly that in my estimation there are three or four agencies who are particularly well equipped to handle mail order accounts, and the fact that we place all of our advertising through your company tells you exactly what relative position you hold."

\* \* \*

We are in position to serve three or four more high grade Mail Order or Agricultural houses; either from our New York or Chicago offices. We believe we can show you a service of an unusual kind and quality.

## Wm. H. Rankin Company

Charter Member American Association  
of Advertising Agents



**WILLIAM H. RANKIN**  
President  
**H. A. GROTH**  
Secretary-Treasurer

**WILBUR D. NESBIT**  
1st. Vice-President  
**ROBT. E. RINEHART**  
2nd. Vice-President



CHICAGO: 104 S. Michigan Avenue  
WASHINGTON, D. C.: 610 Riggs Bldg.

NEW YORK: 50 Madison Avenue

## To Some Successful Advertising Executive:

Your experience and skill in selling goods might prove of exceptional value—both to you and to us—just now in our organization.

If you feel in any way hampered or restricted in your present field, you would find it a welcome change to enter a business in which there are literally unlimited and immediate opportunities for quick expansion. Competition is a minor factor.

Our organization provides a service which helps business concerns to build up more efficient staffs; it is a service of the highest importance, especially in time of war. The business is young, and yet thoroughly established. It has ample capital and the solid prestige that grows out of cordial relations with hundreds of leading corporations. It is capable of becoming one of the really big successes of the next few years.

The man we are looking for will be equipped to help in developing sales through intelligent, dignified advertising and, beyond that, will take a leading part, as one of the principals, in working out business policies. Other things being equal, we prefer a man who can make an investment of not less than \$10,000; in return he will obtain a substantial interest from which unusual earnings may be expected. The aim we have in mind is to strengthen our organization, not to add a new employee.

A satisfactory salary and share in the profits will be offered to the man who best meets these specifications. His headquarters will be in New York City.

Address "DX," in care of J. M. Hopkins, General Manager, Printers' Ink, 185 Madison Avenue, New York City. Mr. Hopkins will see that it is forwarded to the head of the company which inserts this advertisement.

## Advertising Defended Before Committee

Publishers' Representative Tells Ways and Means Committee Why It Is a Necessary War-time Economy—The Hearings Brought to an End—Report on Advertising Tax Soon

*Special Washington Correspondence*

**A** VIGOROUS defense of advertising as "the motive power of American business" and protest against any hampering taxes upon advertising was the outstanding feature of the final hearing before the Ways and Means Committee of the House of Representatives on issues affecting the publishing industry. The champion of advertising was Jesse H. Neal, of the Associated Business Papers, who introduced himself as "an advertising man" as well as a publishers' representative.

Quite aside from the general question of policy involved, it was logical enough for Mr. Neal, in his capacity of spokesman for 600 business papers, to devote considerable attention to the subject of advertising as a factor in the increase in second-class mail rates because it is the business papers that are conspicuous for their heavy proportion of advertising, that have been cited most frequently and most insistently in justification of the charge that the purpose of the low second-class rate has been distorted. So, too, special issues of business papers have, by reason of their bulk, afforded convenient units for the computations of advocates of higher postage.

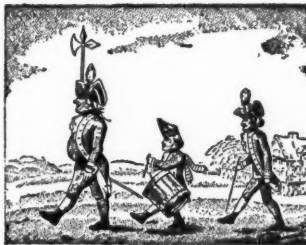
Disregarding, however, the points of contact between the business papers and advertising, it may be noted that it was high time a word was said before the Ways and Means Committee in justification of advertising as an economic force. Most of the representatives of the publishing interests that preceded Mr. Neal either ignored advertising as a factor in the situation or else, in their eagerness to make out a

case for the one-cent-a-pound postage rate, and for the abolishment of the zone system, have left advertising as such to take care of itself.

Mr. Neal, of all the volunteer advisers, seems to have seen the ambush into which advertising was being led by the publishers with eyes fixed upon an objective of immediate self-interest and on the publishers' final day in court he took up the cudgels for the "business necessity" which he said was comparable only to the telephone and the telegraph as a means of communication.

After outlining at length the part that the business papers have played in all the most practical phases of the nation's war preparations, Mr. Neal proceeded to establish with equal distinctness a direct relationship between advertising and the necessities of war-time readjustment, pointing out, for instance, how advertising has become "the home guard of industry" replacing the traveling salesmen who have been called to the colors and aiding to maintain the normal interchanges between manufacturers and consumers that, but for this instrumentality, would be sadly deranged. The importance of advertising as an antidote for German propaganda was discussed at some length, and Mr. Neal made clear, as none of the preceding witnesses had done, that anything that operates to reduce volume of periodical advertising strikes at the whole publishing industry.

As there are no requests on file with the Ways and Means Committee from advertisers or publishers who desire to be heard, the assumption at Washington is that the case has been closed for the publishers. The Committee will not recommend suspension of the second-class rate increase. What it will do with the proposition for a direct tax upon advertising which came so near being allowed to go by default may not be determinable until the new Revenue Bill is reported to the House, some time between August 20 and September 1, according to present indications.



From an Old English Book in the possession of Lord W. G. L. G. B.

*A. H. M. L. G. B.*

## Soldier and Sailor CAMP NEWSPAPERS and MAGAZINES

**One Million Dollars Every Day**  
is spent at the Post Exchanges in these camps for everyday needs of the soldiers and sailors.

Let us tell you all  
about this market  
and its dealer outlets

**COOKE & DELACORTE, INC.**  
Every Camp Covered  
154 Nassau Street

BEEKMAN 2376

NEW YORK

## VENUS PENCILS



**THE only way  
to get a pen-  
cil as good as  
VENUS is to  
buy another  
VENUS Pencil!**

17 black degrees  
6B softest to 9H hardest  
with (No. 3820) and with-  
out (No. 3800) eraser tips  
hard and medium copying  
—all perfect!

**FREE!**

Five short length trial sam-  
ples and sample of VENUS  
Eraser sent free on request.



**American Lead Pencil Co.**  
205 Fifth Avenue, New York

# The Little Schoolmaster's Classroom

ADVERTISING men have been accused of changing jobs too often. The Schoolmaster has heard the "inside story" of a great many of these changes and he has found that there are two main reasons that cover the majority of advertising managers' resignations. They are:

"No opportunity ahead in this business."

"The boss is *impossible*."

There are others, of course, and there are variations of these two, but it is surprising how many times the whole long story boils down into one or the other of these reasons. Not infrequently, *both* reasons are given for the same resignation.

The Schoolmaster has to admit that, when the inside facts are known, in many cases it would seem foolish waste of precious years to stick indefinitely, especially if a move could be made that would be a real advance, not merely a change. Yet he has sometimes wondered just what would happen if some bright fellow should stick for a period of years to an "*impossible*" boss in a business which held "no opportunity ahead"; whether in the long run he might not get just about as far, if he tackled the job in the right way and with the right mental attitude.

\* \* \*

It was, then, with a great deal of interest that the Schoolmaster met just such an advertising man the other day. Five years ago this advertising manager, located with a successful but then little known manufacturing business in the Middle West, confided to the Schoolmaster that he was "looking around." He had worked for his present house for nine years, having started as a cost clerk. He had originated the whole advertising idea, as applied to that business, but he had been obliged to fight every step of the way against a board of directors

who did not believe in advertising and begrudged every cent of the paltry six or eight thousand dollars which they allowed him for an "appropriation" from their prosperous treasury. His salary at the time he was "looking around" was \$3,000 (which seemed to be the top limit), and that, too, would have been begrudged, but for the fact that he handled a good part of the firm's correspondence in a very satisfactory manner. It certainly did look like "no opportunity ahead," and not only the boss, but the entire board of directors, was "impossible." In fact, every officer and executive in the company bucked him, his fellow executives being jealous of him because his work gave him more freedom than their desk jobs permitted. The Schoolmaster felt that this young man was really justified in changing, for he had real advertising ability, but no chance to exercise it excepting against a blank wall of opposition.

\* \* \*

But strange to relate, he did not make a change after all, but decided to hang on and "lick the situation," as he put it. One day last week the Schoolmaster happened to meet him in the lobby of the Hotel McAlpin, for the first time in five years, and he related his story up to date. Here it is, boiled down:

For the first three years after deciding to stick he worked twelve hours a day, using every possible opportunity to get that business and its products before the public, fighting each season for a little larger advertising appropriation and making every cent of it count. He worked intensively on the jobber and the retailer and his clerks through the mails—his officers and directors didn't think of that as "advertising," so he found he could get a substantial sum for that work in addition to his appropriation. Gradually the



## "Right Away, Sir!"

**Rapid Service** means all the name implies—Prompt, Efficient handling of your Electrotypes orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

### **The Rapid Electrotpe Company**

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

**New York**

**CINCINNATI**

**Chicago**

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what **Rapid's Service** means.

## **New Zealand**

Considered the richest country in the world, per capita. Exports land and dairy products; imports almost every kind of manufactured articles.

We have long been entrusted with the accounts of the foremost American manufacturers, who are advertising in Auckland, Christchurch, Wellington, Dunedin and other towns of New Zealand.



### **J. ROLAND KAY CO.**

International Advertising Agents, Conway Building, Chicago, U. S. A.

Associate House : John Haddon & Co (Est. 1814), London.

Buenos Aires

Sydney

Tokyo

Cape Town

### **THE MEASURE OF AN INCH**

Send for this series of inch ads reproduced in a booklet by the Associated Artists of Philadelphia

*The ultimate gauge of value is*

**Flavor**



### **To open new territory TALK WITH Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

**"GIBBONS Knows CANADA"**

# Are YOU Getting Marketing

## CANADA'S Journal for Advertisers

News of advertising and trade conditions, informative stories of Canadian advertising and selling methods, review of ads, booklets, etc., and reports of Canada's advertising activities. A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send 20c for current issue, or \$2 for year's subscription to

W.A. LYDIATT, Publisher, 53 Yonge St., Toronto



### "CLIMAX" SQUARE-TOP PAPER CLIPS

Pat. Dec. 12, 1916  
Best and most economical  
Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.  
Packed 10,000 to the Box.

10,000.....	15c per	1,000
50,000.....	10c per	1,000
100,000.....	8c per	1,000
500,000.....	7c per	1,000
1,000,000.....	6½c per	1,000

Order Direct from

**Buffalo Automatic Mfg. Co.**  
457 Washington Street, BUFFALO, N. Y.

### ART IDEAS for NEWSPAPER & MAGAZINE ADS POSTERS

studio of  
**ALFRED JACKSON**  
116 W. 39th STREET New York

More rated retail Department.  
Dry Goods and General Mdse.  
Stores are paid Subscribers to the  
**Merchants Trade Journal**  
than to any other trade publica-  
tion. A. B. C. Members.

**MERCHANTS TRADE JOURNAL, Inc.**  
Des Moines, New York, Chicago,  
Indianapolis.

national advertising and this special intensive sales work began to show up on the sales sheets, and one by one the officers and directors began to take notice. To-day, just five years after he was ready to give it up as a bad job, because there was "no opportunity ahead" and the organization was "impossible," his salary is \$7,000 a year, he is head of a busy and fast-growing sales and advertising department with a very substantial appropriation to work with and an absolutely free hand.

In addition to his salary he receives a yearly bonus of nearly a thousand dollars, and this will grow in proportion to the growth of the business, which is now very rapid. He has a home of his own in a delightful little town, plenty of time for recreation, and he is in the best of health and spirits.

"And to think," finished this advertising man, "that the last time I saw you I was ready to throw up my job!"

\* \* \*

The Schoolmaster ran across a placard in the window of one of the New York Telephone Company's city branches the other day that once again illustrates the difficulties sometimes lying in the path of advertising and merchandising a specialty, particularly if that specialty is to be used in connection with a machine or service supplied by a third party.

The sign in question was headed, "Say 'No' to peddlers of telephone attachments," and it went on to tell the reader in effect that it was foolish to spend money for telephone attachments; that "unauthorized attachments only cost you money and impair the efficiency of the service." The company even went so far as to picture three of these attachments, so that there might be no mistake as to what was meant.

The Schoolmaster has no intention of discussing the merits of the case, whether the attachments are worthy or worthless. He understands that this placard voices the policy of many telephone companies in regard to attachments;

indeed, in some places (if not in all) the telephone contract specifically provides that "no apparatus or appliance not furnished by the company shall be attached to or used in connection therewith." The Schoolmaster merely cites this particular case as another reminder that it is always safer to investigate a merchandising problem *from every angle* before going ahead with extensive manufacturing and marketing plans. Not that articles have not been marketed successfully in spite of such strong opposition as cited in the present case, but a good merchandiser ought at least to know what he is tackling in going after such a market, for the active opposition of the party in connection with whose product or service the attachment or specialty is to be used might mean a prompt and costly failure. Instances of this kind are not so rare as might be imagined. The Schoolmaster knows of several cases where manufacturers of meritorious articles have had to fight so long against opposition of the kind described, or at least before winning the even passive approval of the third party that was necessary before any large sale could be counted on, that the businesses were ruined financially.

\* \* \*

In one instance many thousands of dollars was spent in advertising to build up a popular national demand, and an expensive manufacturing and selling staff built up, only to see the business go to smash against the opposition of the industry it depended upon for sales. It is a wise general, be it in business or war, who finds out before beginning a drive, something of the problems and difficulties that lie ahead. If, after learning the strength of the opposition, and the nature of the "going," he still feels that he can afford to fight it out, well and good—many of our most successful businesses have been built up against opposition of the stiffest kind.

But the Schoolmaster believes that it is part of an advertising man's job to find out at the start

## Supreme

The city circulation of the Los Angeles Evening Herald is larger than the COMBINED city circulations of any other three Los Angeles newspapers.

To adequately cover the prosperous Los Angeles market, the Evening Herald is an absolute necessity.

### Eastern Representatives

H. C. Trowbridge  
347 Fifth Ave.,  
New York

G. Logan Payne  
1233 Marquette Bldg.,  
Chicago

## Booklets and

## Catalogs

Many of America's prominent advertisers, advertising agencies and others requiring high grade composition or printing, use the

## Charles Francis Press

PRINTING CRAFTS BUILDING  
EIGHTH AVENUE, 22nd to 24th Sts., NEW YORK CITY

# WANTED

## A Subscription Manager

We are looking for a man who is competent to manage a Subscription Department handling nearly two million circulation a month, and with over one hundred employees.

If you can qualify, give full particulars in confidence to

## Circulation Manager

"B. K.," Box 172, care of Printers' Ink

## A \$4,000 MAN

Who has edited a national magazine, who was advertising manager of an automobile publication, who has common sense, aspiration, youth, experience, ability, perseverance and originality, who thoroughly understands advertising, journalism and art, who possesses a wealth of diversified business talents and a rare abundance of merchandising knowledge, who has an unusual capacity for real work and the "leech habit" of sticking to it until it's finished, who can capably fill any advertising position and prove an asset to your business, who will receive communications addressed to "T. P.," Box 171, care of PRINTERS' INK, 185 Madison Ave., New York City,

**DESIRES TO MAKE A CHANGE**

**help! help! help!**



**for overworked  
editors of house  
organs & trade  
papers—special  
& feature articles  
on short notice**

**Chester A. Grover, 1105 Dearborn St. Chicago**  
"ask for proof"

**We represent  
all Student Publications**

**FIVE** years' successful college town merchandising and college paper advertising.

Ask us anything you want to know about the college field.

**Collegiate Special  
Advertising Agency**

**Inc.**  
503 Fifth Avenue New York  
Established 1913

**EINSON LITHO INC**  
**SPECIALIZING IN WINDOW  
DISPLAY ADVERTISING,**

**Complete Trims, Cut  
Outs, Panel Back  
grounds, Display  
cards, Hangers,  
Streamers, Counter  
Cards, Car Cards.**

**327 E. 29th St.**  
Tel. Murray Hill 5040  
New York

what he has to advertise against, and not to fool himself or his associates by belittling the difficulties in any problem of a nature similar to the one described. Indeed, there have been cases where opposition has been stirred up by the very bull-headedness of the advertiser in going ahead to "force" his product, when a little diplomacy preceding the advertising would have disarmed the opposition. Which goes to prove again, that the better *business man* an advertising man is, the better *advertising man* he is likely to be.

## Smaller Ads But Frequent Insertions

Studebaker cars are advertised this year in the newspapers on a strictly "50-50" co-operative plan with dealers. The Studebaker Corporation of America furnishes the copy, prepares the schedules, and sends the plates to the papers.

This year, also, three small advertisements are used each week instead of one larger ad on Sunday.

"By using the three small ads," says R. C. Sackett, of the company's advertising department, "we will be able to keep our name and that of our dealers almost continuously before the public and to make frequent changes in the copy. As a matter of fact, this copy running three times a week, it is doubtful whether the average reader really knows whether we are in the papers three times a week or every day in the week. The impression made by running three times a week is practically as strong as if we were in every day. Of course, when we use two papers in a town, using one on Monday, Wednesday and Friday and the other on Tuesday, Thursday and Saturday, we really get the effect of every day copy."

## Goes With Parrett Tractor Co.

J. Robin Harrison, of Detroit, formerly assistant advertising manager of the National Cash Register Company, is now in charge of advertising and publicity for the Parrett Tractor Company at Chicago.

## Jewell in New Connection

Wm. Clarke Jewell, formerly of the Corn Belt Farm Dailies, of Chicago, has formed a connection with Robert E. Ward, publishers' representative, in the same city.

Oscar James Vogl, for the past six years sales promotion manager of the Steele-Wedeles Company, Chicago, has become affiliated with the Booth Fisheries Company, also of Chicago.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

### HELP WANTED

#### WANTED

Technical advertising writer who understands and can handle descriptive and educational editorial articles in connection with display advertising of machinery and its applications. Mechanical and electrical subjects. Box 538, Printers' Ink.

Printing salesman, a young man with enthusiasm and energy, to sell commercial printing, booklets, house organs, or publications. An excellent opportunity. Good leads furnished. Salary or commission. Men with good following or trade only apply. Box 540, care P. I.

Wanted—An advertising manager for a prosperous manufacturing concern in the Middle West—one with experience in building materials or office equipment preferred. Good opportunity for man who is able and willing to work out the advertising problems of an industry with its future ahead of it.

Give in first letter detailed history of experience, salary expected, draft classification, and date when you would be available. Address Box 545, care P. I.

### MANUFACTURER'S AGENTS

#### WANTED

One of the largest manufacturers in the world, selling a high-grade, well-advertised, well-known fully-guaranteed hand cream-separator, for which there is a large demand, through dealers only, desires to make permanent connection on commission with an individual or company, who can and will cover any certain territory vigorously and persistently. This high-grade machine sells at a very attractive price and makes the dealer a very large margin of profit. The commission offered is very liberal and the amount of money to be made depends entirely upon the effort put forth, as there is a very large demand and sale for this article. There is no expense attached to the selling, as the manufacturers do their own billing and shipping, make their own collections.

Commissions are due and payable promptly when the goods are shipped.

The manufacturers will co-operate energetically with any individual or company who will undertake this proposition and handle it intelligently.

Give full particulars and specify territory and other lines carried, etc., in first letter.

SWEDISH SEPARATOR COMPANY,  
515 So. Wells St., Chicago, Ill.

### Advertising Solicitor

for Latin-American Agency, commission basis, good leads, fine field and opportunity. Beers, 401 Flatiron Bldg., N. Y.

### Southern Newspaper Wants a Live Newspaper Man of Advertising Ability

There is an excellent opportunity open for a draft-exempt man of executive ability to act as Assistant Business Manager of a big Southern daily. Successful experience in advertising department of a live newspaper advantageous. Must be able to show a clean bill of health in a business and personal way, and have speed, ability, and a real desire for a future of substantial character. Married man between 30 and 40 preferred. Address Box 553, care Printers' Ink.

Opening in Chicago  
for experienced catalog builder. Must  
also have experience  
in follow-up correspondence, etc. State  
age, previous experience, salary desired  
and give references.  
Address Box 537,  
care of Printers' Ink.

Publisher of leading trade journals requires immediately an advertising representative to take charge of Chicago office and western territory. Excellent opportunity. State age, experience and salary desired. Communications confidential. Box 555, care of Printers' Ink.

#### MISCELLANEOUS

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

#### FOR SALE

Printing Plant. All machinery strictly modern—none over three years old. Will sell part or all. Itemized list and prices on request. Address Box 548, P. I.

FOR SALE—Monthly automobile publication having 3,000 circulation among car-owners; field for growth unlimited; reasons for selling: other interests require sole attention present owners. Address 561, Printers' Ink.

## Ph. Morton

### OCEAN TO OCEAN CINCINNATI

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

### Nearly New Printing Machinery For Sale at a Bargain

Two Premier Cylinder Presses, two Whitlock 27x41, one 14x22 Colt's Army Jobber, and Cleveland Folder. All in good condition. Address Charles H. Fryer Co. (in liquidation), 11 Pine St., Providence, R. I.

#### FOR SALE

Complete Printing Outfit and Good Will of Sunday paper known as "Sunday News" at Zanesville, Ohio, will be sold at Public Auction, Thursday, July 25, 1918. For further information inquire of C. E. Swingle, Administrator, Zanesville, Ohio.

**15¢ a Sheet Posts R.I.**  
INKLINED & PLAIN BOARD LISTING & QUOTED SHOWING  
 PRICES FOR THE U. S. & FOREIGN COUNTRIES, & C.  
**Standish Barnes Co.**

## Electros 1c

A Square Inch—Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00

No order too large or too small

**GENERAL PLATE CO. TERRE HAUTE INDIANA**

#### POSITIONS WANTED

**I WANT OPPORTUNITY;** large Eastern advertiser or agency. Broad experience. Intelligent copy, original layouts; know media, printing, details; 27; draft exempt. Box 546, care P. I.

Salesman-Solicitor desires opening live organization, advertising or mercantile, where ability and hustle can be used to best advantage. Highest references. Interview requested. Box 558, P. I.

#### Advertising Salesman-Manager

having had many years on general and trade publications is open for good connection. Eastern territory. Salary \$3,600. Age 40. Best references. Box 556, P. I.

Publishers—I can handle copy through to publication attending to all details of editing, dummyming, filling and cutting. Executive ability. New York references. L. W. C., 1 Savannah Avenue, Woodhaven, L. I., N. Y.

Woman—Specializes on correspondence direction. Resultful record for well-known concerns. Are your letters actual salesmen? They should be in these times. Fee on special service basis. Box 550, Printers' Ink.

Asst. to Adv. Mgr., or Agency. Five years' experience embraces: trade-paper, newspaper, booklet and house-magazine copy-writing; sales correspondence; promotion work. Present position limited. College trained. Age 26, married. Draft exempt. Start \$1700. Box 557, care Printers' Ink.

Crackerjack cut-out display and idea man who does his own lettering and figure work wants a position with a first-class house. Six years' experience with lithograph, printers and agency work, understands paper, cardboard and printing. Draft exempt, and employed at present. Good reasons for changing position. Moderate salary to start. Box 554, care of Printers' Ink.

#### COPY AND LAYOUT MAN

**COPY.** An advertiser should detect offhand the solid values of an article advertised, and state them in words that will strengthen impression received, and not with a glimmer of adjectives that obscure sight of article advertised.

**LAYOUT.** Cuts must receive correctly balanced position; types and border to harmonize with tone of cuts; margins and spacing distributed with view of illuminating main features. The ad generally must be impressive. 15 years' composing room experience, including most modern publication and agency offices, besides supplementary special study. Agency, am seeking initial opportunity, may I hear from you? Box 539, care Printers' Ink.

**YOUNG MAN**, versatile, practical, understands printing, engraving and estimating; can design, letter and make interesting layouts. Desires good position. Box 560, Printers' Ink.

A First-class, Experienced Advertising Solicitor-Manager, widely acquainted New York City and Eastern territory, offers services on general or class publication; over draft age. Box 544, Printers' Ink.

Executive—Manufacturing, Sales; present firm seven years—desires opening live organization not affected by war conditions. Age 33. Energy, ability. References and experience in detail at interview. Box 559, care Printers' Ink.

Young woman, thoroughly experienced proof-reader, would be valuable assistant to an advertising manager. Can handle all kinds of work, also manage department in connection. New York City only. Box 541, Printers' Ink.

Stenographer-Secretary. Female. An invaluable experience of eight years and superior education equips me for a position of responsibility. Advertising, promotion, publishing, commercial. Business reorganization makes change desirable. Highest references furnished. \$25-28. Address Box 547, Printers' Ink.

#### EXPERIENCED MANAGER OR EXECUTIVE

I have had 10 years' experience as a Branch House Manager, selling a specialty in Agl. Implements. I am at present employed, but wish to better my position. I am well acquainted with the Trade in Canada, Central and Eastern States. Who wants me? I can prove to you that I can make good. Box 542, Printers' Ink.

**Somewhere There Is a Vacancy** that can be filled by a man with four years' experience as assistant to executive in Sales and Advertising Dept. of a food specialty manufacturer of national prominence as well as three years' general office experience with a manufacturer of railway supplies. Have you that vacancy? I am in Class 4-A in the draft; age 26; and will start at \$35 if future is promising. Box 551, P. I.

#### I Want to Be Assistant to a Real Advertising Manager

Experience—10 years as writer on a newspaper, in an agency and for two manufacturers of national reputation. Directed efforts of an advertising department. Wrote and handled paid space and other publicity, from plan to reader. Education—Engineering Institute, Commercial Courses at N. Y. University, and widely read.

Details—Draft exempt, thrifty and capable of the greater growth here sought. Address Box 552, care P. I.

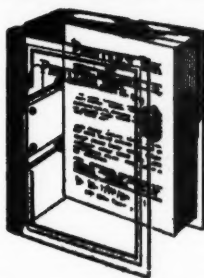
**WOMAN**—Former MANAGER of advertising and promotion departments for three big corporations. Prefers creative writing, editorial or advertising, with agency or magazine in New York, Chicago or St. Louis. Box 549, care P. I.

#### Pacific Coast Representative

Are you in need of an advertising or editorial representative? 10 years' experience. Would consider several trade journals. Located in Los Angeles. Box 543, care of Printers' Ink.

**WANTED**—Position as managing editor, business manager or advertising manager or all combined. Applicant 41 years old, of character, ability and sobriety. Married. Highly recommended. Prefer city of 50,000 or more population. Will work for nothing on probation. If satisfactory will accept modest salary to begin. Applicant is no "piker," has really done big things and capable of doing greater ones. Give me the opportunity and I will make good. If I fail, it will cost you nothing. Experienced on newspapers, magazines and trade journals. Have good appearance and personality and endorsed by the few concerns I have worked for. Address Box 536, Printers' Ink.

## BINDERS FOR PRINTERS' INK



**65 Cents Each, Postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

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